

Voluntary Report – Voluntary - Public Distribution

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Report Highlights:

Germany is the third-largest importer of cherries in the world after China/Hong Kong and Russia. From 2010 to 2021, between 52 and 77 percent of the cherries consumed in Germany were imported, with the majority of imports originating in other EU member states. The largest non-EU cherry suppliers are Turkey for sweet cherries and Serbia for sour cherries. German cherry production for MY 2022/23 is estimated at 54,700 MT. This is a 43-percent increase compared to the preceding year and 19 percent above the ten-year (2012-2021) average. The increase is largely a rebound from the unusually low production of 2021. Opportunities for U.S. sweet cherries are best in August/September, after the German domestic growing season.

General Information:

Abbreviations and definitions used in this report

AMI Agrarmarkt Informations-Gesellschaft mbH, a German market information company

<https://www.ami-informiert.de/ami-english/ami-about-us/about-us>

Destatis	German Federal office of Statistics
EU	European Union, “EU” in this report refers to EU27
Ha	hectare; 1 ha = 2.471 acres
MT	Metric ton = 1000 kg
MY	Marketing year
TDM	Trade Data Monitor, LLC www.TradeDataMonitor.com
USD	U.S. dollar

Executive Summary

Germany is the third-largest importer of fresh cherries in the world after China/Hong Kong and Russia. From 2010 to 2021, between 52 and 77 percent of the cherries consumed in Germany were imported, with the majority of imports originating in other EU member states. The largest non-EU cherry suppliers are Turkey for sweet cherries and Serbia for sour cherries. German cherry production for MY 2022/23 (April 2022 through March 2023) is estimated at 54,700 MT. This is a 43-percent increase compared to the preceding year and 19 percent above the ten-year (2012-2021) average. The increase is largely a rebound from the unusually low production of 2021. Opportunities for fresh U.S. sweet cherries are best in August/September, after the German domestic growing season. Processing of cherries into dried fruit is not common in Germany. The small but growing demand for dried cherries is met with imports.

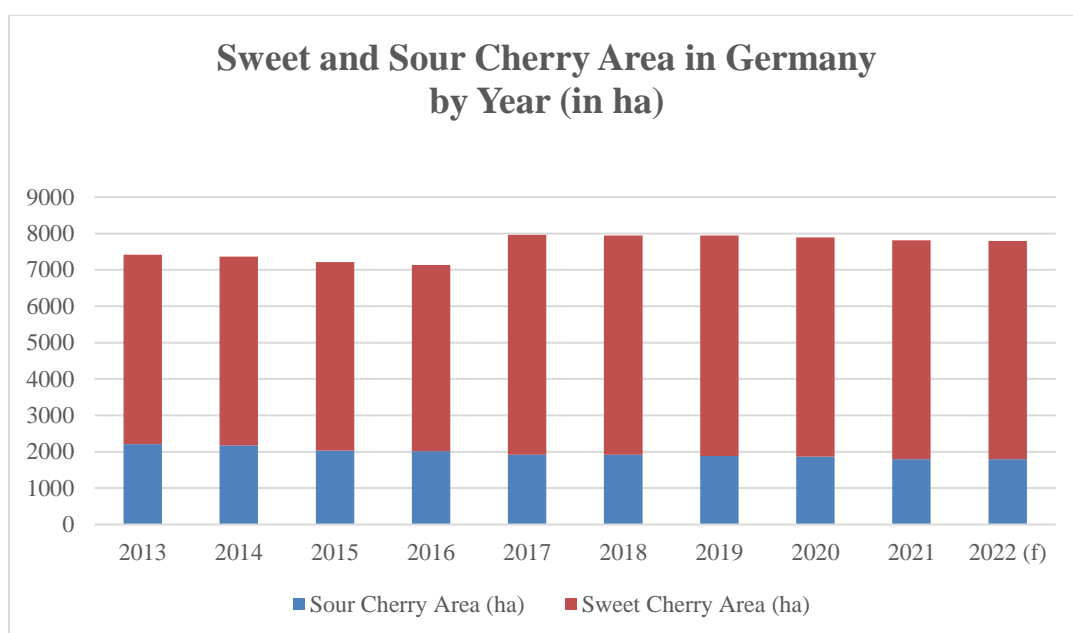
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I. Area

The harvested area for sweet and sour cherries is expected to amount to approximately 6,000 and 1,800 ha, respectively. Germany is more competitive for sweet cherries than for sour. Most of the sweet cherry production is for fresh consumption and consumers are willing to pay a premium for locally produced cherries. In contrast, most of the sour cherries are destined for processing.

When farmers plant new sweet cherry orchards, the trend is towards shielded production. It requires a higher investment but offers protection against rain and enables the farmer to use predators as a pest management tool. According to a newspaper article¹ investment costs amount to approximately 100,000 Euro per ha (roughly USD² 40,400 per acre.) Popular varieties include *Bellise*, *Burlat*, *Kordia*, and *Regina* for sweet cherries and *Schattenmorelle* and *Morellenfeuer* for sour cherries.



Source: FAS Berlin; Data from German Federal Office of Statistics (destatis)³, (f) = FAS Berlin forecast

II. Production

German cherry production for MY⁴ 2022/23 is estimated at 54,700 MT. This is a 43-percent increase compared to the preceding year and 19 percent above the ten-year (2012-2021) average. The increase is largely a rebound from the unusually low production of 2021 when German cherry production was hit

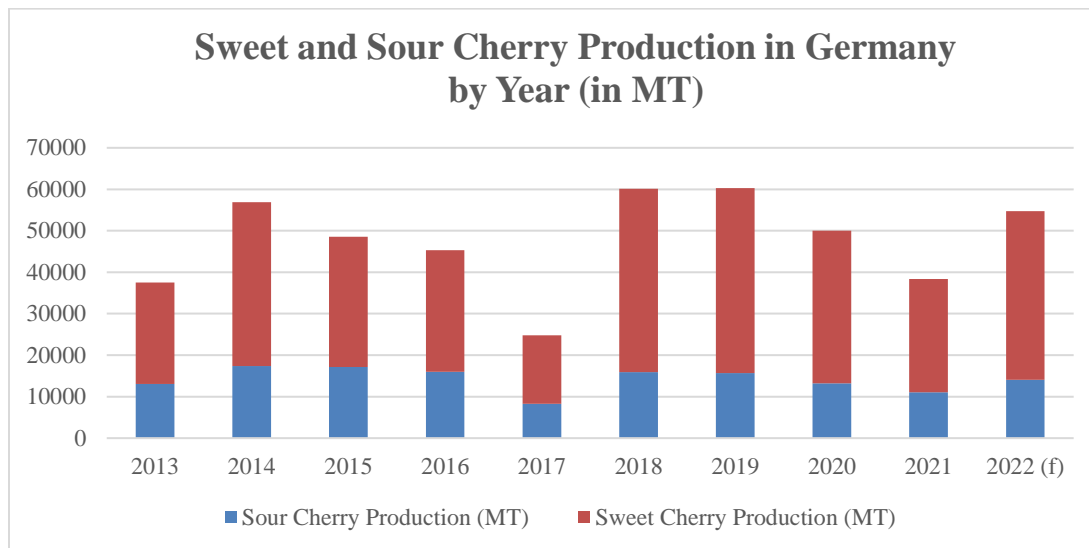
¹ [Kirschenernte: Viele süße Früchte von bester Qualität erwartet, Pressemitteilungen : Landwirtschaftskammer Niedersachsen \(lwk-niedersachsen.de\)](https://www.lwk-niedersachsen.de/Pressemitteilungen/2021/06/PD21_311_412.html)

² 1 Euro = 0.99813 USD (August 26, 2022)

³ https://www.destatis.de/DE/Themen/Branchen-Unternehmen/Landwirtschaft-Forstwirtschaft-Fischerei/Obst-Gemuese-Gartenbau/_inhalt.html#sprg239482 and https://www.destatis.de/DE/Presse/Pressemitteilungen/2021/06/PD21_311_412.html

⁴ Marketing year 2022 = April 2022 through March 2023

by late spring frosts, drought, and heavy rains during harvest. Sweet cherry production is estimated at 40,600 MT and sour cherries at 14,100 MT. In 2021, production amounted to 38,370 MT – thereof 27,340 MT of sweet cherries and 11,030 MT of sour cherries.



Source: FAS Berlin; Data from German Federal Office of Statistics (destatis)⁵, (f) = FAS Berlin forecast

IV. Trade

Germany is the third largest importer of cherries in the world after China/Hong Kong and Russia. From 2010 to 2021, between 52 and 77 percent of the cherries consumed in Germany were imported, with imports varying between 47,000 and 75,000 MT of cherries annually. The majority originates from other EU member states—mainly Austria and Greece for sweet cherries and Hungary and Poland for sour cherries. The largest non-EU suppliers are Turkey for sweet cherries and Serbia for sour cherries.

Opportunities for U.S. sweet cherries are best at either end of the German domestic production cycle, i.e., the end of May/beginning of June and August/September. Of the two periods, the latter is more promising as there is less competition from cheaper Turkish cherries. In recent years, U.S. cherry exports to Germany mostly occurred via other EU member states, mainly the Netherlands. Direct imports from the United States are rare. They last occurred in MY 2018/19.

⁵ https://www.destatis.de/DE/Themen/Branchen-Unternehmen/Landwirtschaft-Forstwirtschaft-Fischerei/Obst-Gemuese-Gartenbau/_inhalt.html#sprg239482 and https://www.destatis.de/DE/Presse/Pressemitteilungen/2021/06/PD21_311_412.html

German Cherry Imports (Sweet & Sour) by Origin and Marketing Year (MT)

	Marketing Year (April/March)				
	2017/18	2018/19	2019/20	2020/21	2021/22
World	69741	72999	66361	75365	69031
Intra EU-27	58655	60637	53460	65474	63276
Extra EU-27	11086	12362	12902	9890	5756
Austria	15418	14244	14434	14402	14306
Greece	3815	3915	5484	10130	9276
Hungary	13035	13294	10291	9736	8599
Netherlands	5740	4985	6909	7318	7529
Poland	430	7754	2685	13212	7251
Spain	6110	4614	5027	3585	6310
Italy	10057	5052	1883	2537	4671
Turkey	7858	8529	10846	8027	4162
Czech Republic	2271	4421	2878	2730	3503
Serbia	2794	3376	1804	1540	1069
France	423	632	700	703	715
United States	0	30	0	0	0
Other	1790	2153	3420	1445	1640

Source: Trade Data Monitor, LLC. (TDM), MY2021/22 = April 2021 - March 2022

German Sweet Cherry Imports by Origin and MY (MT)

	Marketing Year (April/March)				
	2017/18	2018/19	2019/20	2020/21	2021/22
World	51721	44780	49167	49542	48899
Intra EU-27	43706	35987	38120	41390	44631
Extra EU-27	8015	8793	11047	8151	4268
Austria	14889	13550	13407	14341	14178
Greece	3702	3840	5453	10112	9251
Netherlands	5277	4643	6642	7036	7233
Spain	6088	4518	5015	3448	6158
Italy	9486	4608	1870	2519	4655
Turkey	7858	8529	10846	8027	4162
Hungary	3308	3065	3520	2861	1625
Poland	25	614	95	44	669
France	315	511	633	521	383
United States	0	10	0	0	0
Other	773	892	1,686	633	585

Source: Trade Data Monitor, LLC. (TDM), MY2021/22 = April 2021 - March 2022

German Sour Cherry Imports by Origin and MY (MT)

	Marketing Year (April/March)				
	2017/18	2018/19	2019/20	2020/21	2021/22
World	18019	28219	17194	25823	20133
Intra EU-27	14949	24650	15340	24084	18645
Extra EU-27	3070	3569	1854	1739	1488
Hungary	9727	10229	6770	6875	6974
Poland	405	7139	2590	13168	6581
Czech Republic	2236	4321	2673	2718	3472
Serbia	2794	3376	1804	1540	1064
Slovenia			779	223	517
North Macedonia	149	171	50	200	424
France	107	121	67	182	332
Netherlands	462	342	267	283	296
United States	0	20	0	0	0
Other	2,139	2,500	2,194	634	473

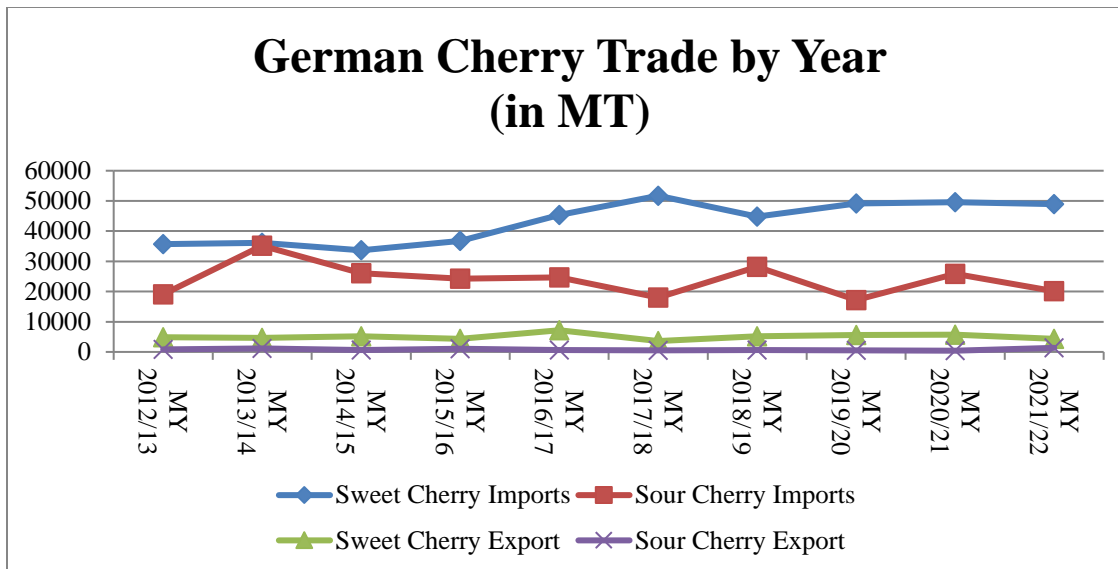
Source: Trade Data Monitor, LLC. (TDM), MY2021/22 = April 2021- March 2022

Germany exports less than 10 percent of its total cherry supply, between 4,000 to 7,800 MT in recent years. Main destinations are other EU member states, such as the Netherlands, Austria, Denmark, and Sweden. The largest and almost exclusive extra-EU destination for German cherries is Switzerland. For MY 2022/23, exports are expected to increase because of the larger German production.

German Cherry Exports (Sweet & Sour) by Destination and MY (MT)

	Marketing Year (April/March)				
	2016/17	2017/18	2018/19	2019/20	2020/21
World	7835	4080	5780	6118	6068
Intra EU-27	6125	3004	4781	5405	5306
Extra EU-27	1710	1077	999	712	762
Austria	1746	817	1173	1070	1273
Netherlands	486	174	942	1074	821
Denmark	489	357	457	620	783
Sweden	1286	252	417	317	758
Switzerland	1123	717	718	665	709
France	406	167	758	608	438
Finland	403	242	441	515	396
Hungary	94	0	19	117	332
Italy	554	175	152	384	176
Other	1248	1179	703	748	382

Source: Trade Data Monitor, LLC. (TDM), MY2021/22 = April 2021- March 2022



Source: FAS Berlin; Data from Trade Data Monitor, LLC. (TDM)

V. Consumption

In Germany, fresh cherries are considered a seasonal product and stocked in supermarkets mainly during the German marketing season (June/July). According to the German market information company Agrarmarkt Informations-Gesellschaft mbH (AMI) in 2020, 92 percent of private household purchases of sweet cherries occurred in June and July, and six percent in August⁶. In contrast, purchases of peaches, which are hardly grown in Germany, are more evenly distributed between May and October. This seasonal availability explains the lower per capita consumption⁷ of cherries (2.7 kg) compared to peaches (3.4 kg). Nonetheless, per capita consumption of cherries is more than twice as high as for plums (1.1 kg). In recent years, sweet cherries have become a trend item that benefitted from increased health consciousness and the growing popularity of snacking. In contrast, plums are mostly used for baking and cooking.

For sweet cherries, consumer preferences clearly trend toward larger sizes (>26 mm/1.024 inches). Smaller cherries sell at a large discount. For example, in the week of June 27, 2022, the average wholesale price for domestic sweet cherries amounted to 5.18 Euro (USD 5.20⁸) per kg for larger cherries but only 3.12 Euro (USD 3.13) per kg for cherries smaller than 26 mm.⁹

The use of sour cherries for processing is relatively stable and roughly amounts to 70-90 percent of German domestic production. The majority of sour cherries are used for canning (over 70 percent), while the remainder is used in juice production. The percentage of sweet cherries used for processing fluctuates between 30 and 50 percent depending on the weather during harvest, as rain damage increases

⁶ AMI Marktbilanz Obst 2021, p. 114, table 7.16

⁷ AMI Marktbilanz Obst 2021, p. 109, table 7.5

⁸ Exchange rate on July 13, 2022: 1 USD = 0.9968 Euro

⁹ BLE Marktbericht Obst, Gemuese, Suedfruchte KW 26/2022, page 3

https://www.ble.de/SharedDocs/Downloads/DE/BZL/Daten-Berichte/ObstGemuese/2021/Wochenbericht_2021_25.pdf?__blob=publicationFile&v=2

the percentage that goes into canning or distilling into spirits. Processing of cherries into dried fruit is not common in Germany. The small but growing demand for dried cherries is met with imports. Due to lack of a product specific HS code, data on dried cherry trade is not available.

VI. Trade fairs

Trade fairs play a key role in presenting new products to the trade or in finding additional buyers and importers. The most important trade shows related to the fruit and vegetable sectors are:

<p>FRUIT LOGISTICA Berlin, Germany (Interval: yearly) Target Market: Germany/EU/Central & Eastern Europe</p> <p>FRUIT LOGISTICA is the leading European trade show for fresh and dried fruit, nuts, and related products. More than 2,400 companies from across the entire fresh produce value chain will participate, including major global players, as well as small and medium-sized suppliers from around the world.</p> <p>https://www.fruitlogistica.de/en/</p>	<p>Next Fair: February 9-11, 2023</p>
<p>BIOFACH Nuremberg, Germany (Interval: yearly) Target Market: Germany/Europe</p> <p>The leading European trade show for organic food and non-food products.</p> <p>http://www.biofach.de/en</p>	<p>Next Fair: February 14-17, 2023</p>

VII. Post Contact

For more information, please contact:

Embassy of the United States of America
 Office of Agricultural Affairs
 Clayallee 170
 14191 Berlin, Germany
 E-mail: [agberlin\(at\)usda.gov](mailto:agberlin(at)usda.gov)
<https://fas-europe.org/countries/germany/>
 Twitter: @FasEurope

VIII. Related reports:

These and other reports can be accessed through the FAS GAIN reports database at

<https://gain.fas.usda.gov/#/search>

Stone Fruit Annual | E42022-0054Madrid | European Union

Published On: August 23, 2022

EU's cherry and peaches and nectarines production for MY2022/23 is anticipated to amount to just over 726,000 MT and 3.1 million MT, respectively. The favorable growing conditions in the main producing Member States support cherry production expansion, while in the case of peaches and nectarines, improved production levels in Greece, Italy, and France, have offset poor performance registered in Spain. EU cherry and peaches and nectarines consumption is projected to expand given the larger domestic availability and the increase of tourism activity across the EU, despite inflation-led reduced purchasing power.

[Stone Fruit Annual Madrid European Union E42022-0054](#)

Product Brief Fresh Fruit | GM2022-0024Berlin | Germany

Published On: August 24, 2022

Germany is one of the largest markets for fruit in Europe. The relative affluence of its population of 83 million people makes it an attractive outlet for exporters from many countries. This product brief highlights certain aspects of the German fresh fruit market and provides marketing, trade, and regulatory information for U.S. exporters.

[Product Brief Fresh Fruit Berlin Germany GM2022-0024](#)

Retail Foods | GM2022-0022Berlin | Germany

Published On: July 07, 2022

Despite the dramatic impact of the COVID-19 pandemic, retail sales revenues in Germany have grown continuously since 2019. In 2021, the German retail sector recorded over \$618 billion euros in sales revenues. Retailers benefitted from higher consumer spending for premium food products, while food service businesses suffered from low hospitality and catering demand during the series of lockdowns put in place. The importance of e-commerce continues to grow, with online supermarkets now flooding the market in Germany's major cities.

[Retail Foods Berlin Germany GM2022-0022](#)

FAIRS Annual Country Report Annual | GM2022-0011Berlin | Germany

Published On: March 31, 2022

Germany is a member of the European Union (EU) and generally follows EU directives and regulations, including those relating to the importation of food products. This report provides an overview of food laws in force in Germany that cover areas, which are not yet harmonized. Food laws currently in force in the EU are summarized in the USEU FAIRS report.

[FAIRS Annual Country Report Annual Berlin Germany GM2022-0011](#)

FAIRS Export Certificate Report Annual | GM2022-0012Berlin | Germany**Published On: March 31, 2022**

Germany is a Member State of the European Union (EU) and applies the certification requirements described in the EU Food and Agricultural Import Regulations and Standards (FAIRS) Certification Report. Products not yet harmonized are subject to German national rules. This report provides Germany specific information that complements the EU FAIRS Export Certificate Report.

[FAIRS Export Certificate Report Annual Berlin Germany GM2022-0012](#)

Exporter Guide | GM2021-0028Berlin | Germany**Published On: December 23, 2021**

Germany has more than 83 million of the world's wealthiest consumers and is by far the biggest market in the European Union. The German market offers good opportunities for U.S. exporters of consumer-oriented agricultural products. In 2020, total U.S. exports of agricultural and related products to Germany reached \$1.6 billion. The largest segments were tree nuts, seafood products, wine, beef, condiments, and other consumer-oriented products. This report provides U.S. food and agriculture exporters with background information and suggestions for entering the German market. COVID-19 related lock-down and physical distancing measures heavily impacted the German food sector.

[Exporter Guide Berlin Germany 12-31-2021](#)

Opportunities for Organic Exports to Germany | GM2021-0002Berlin | Germany**Published On: January 21, 2021**

Germany is the second largest organic market in the world with good prospects for U.S. organic products, such as tree nuts, fruits and vegetables, and processed food products. This report sets out information on the German organic market, including best prospects, and opportunities such as participation in BioFach eSPECIAL, the world's largest organic trade fair, taking place online February 17 – 19, 2021.

[Opportunities for Organic Exports to Germany Berlin Germany 01-08-2021](#)

Attachments:

No Attachments.