

# EXPORT GUIDELINES

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How to sell your organic products in neighboring countries

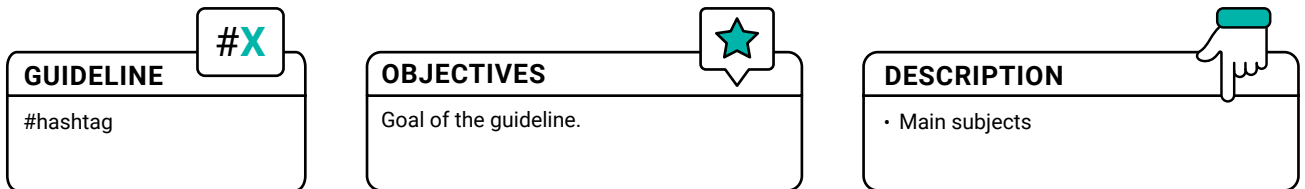
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# How to use the guidelines

IN ORDER TO FACILITATE THE READING AND THE USE OF THESE GUIDELINES, WE DESIGNED THEM ALONG THE SAME LINES.

The guidelines are classified in 6 categories:

- **NUMBER OF THE GUIDELINES + HASHTAGS** indicates the number of the guideline and 4 hashtags specify main key-words.
- **OBJECTIVES** defines the goal of the guideline.
- **DESCRIPTION** presents the main subjects that will be developed in the "content" section.



- **CONTENT** develops the topics written in "description".
- **TIPS & TRICKS** gives you general advice following the topic of the guideline.

**TIPS AND TRICKS**

Advice following the guideline.

- **FURTHER INFO** helps you to go further by following the useful links to find more by yourself or gives you experts' contacts.

**FURTHER INFO**
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○ - ✕

**Useful links:**

**Contact person:**  
Name Surname - function

**Email:** name@agency.com | **Mobile :** + 32 0 000 000

We hope that you will enjoy the reading and that they will be helpful for your exporting projects. We wish you good luck and lots of achievements.

# #29 How to export your organic products to Germany and France

GUIDELINE <span>#29</span>	OBJECTIVES <span>★</span>	DESCRIPTION <span>👉</span>
#exportation #organicfood #germany #france	Understand the distribution system in Germany and France for the organic sector.	<ul style="list-style-type: none"> <li>• Common points</li> <li>• Germany</li> <li>• France</li> </ul>

## CONTENT

### COMMON POINTS

- France and Germany are two of the biggest markets for organic food worldwide.
- Stores in these countries work only with wholesalers, you need to sign a contract with one of them to penetrate the organic market.
- It's still possible to enter these markets without a wholesaler, by convincing independent stores, but it will cost you much more, in terms of time, investment, logistics...

### GERMANY

#### 2 important national wholesalers:

- Dennree
  - Leader on the German organic food and cosmetic industry.
  - Own store network since 2010: Denn's (approx. 280 stores in Germany and Austria).
  - Several private labels (Gustoni, Dennree, Königshofer...).
  - Store partnership "Biomarkt": the members (approx. 400) have to order regularly between 70 and 80% of their range exclusively at Dennree to get the promotions.
- Weiling
  - 2 warehouses : Coesfeld and Lonsee
  - Weiling offers their own private label to a store partnership (Bioladen). The members (approx. 600) have to order between 70 and 80% of their range exclusively at Weiling to get to the promotions.

## FRANCE

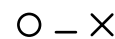
### 2 important national wholesalers

- Relais Vert
  - 1st wholesaler in France.
  - 3 warehouses.
  - Specialised in fruits and vegetables. Since 2006, frozen organic products, and since 2017 organic wine, beer and spirits.
- Pur Aliment
  - Present in Germany, France, Austria and Switzerland.
  - Main warehouse in Baden-Baden (in Germany, close to Strasbourg, France). Competitive delivery costs and delays.
  - Centralised storage in 1 warehouse for 4 countries.

## TIPS AND TRICKS

- Generally said, Germany and France are the biggest markets in EU.
- In France, it is very difficult to control the consumer price (end price), while in Germany you have recommended prices that are almost fairly respected.
- Trends are bulk or plastic free goods, fair trade, clean food (as few ingredients as possible), zero carbon, innovation...

## FURTHER INFO



### Useful links: /

#### Contact person:

- Germany

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