Release No. 0048.04Voluntary Report - public distributionDate: 7/16/2004GAIN Report Number: PL4022PL2004PolandProduct BriefDried Fruits and Nuts2004Approved by:Charles Rush, Acting Agricultural CounselorU.S. EmbassyPrepared by:Jolanta Figurska, Marketing SpecialistCharlene Kastanek, Agricultural InternReport Highlights:Overall Polish imports of dried fruits and nuts increased 6.5 percent in 2003. US exporters have more opportunities to eOffice of Communications (202) 720-4623

**BSE Update – Wednesday, January 28, 2004**

Depopulation Activities

On Tuesday, Jan. 27, 2004, 15 animals of interest were euthanized and sampled from the Moxee, WA, facility. In addition to this facility, USDA has previously conducted selective depopulatinter the market due to the May 1, 2004, accession of Poland to the EU. Demand for these products generally increased between January and May, stimulated by the Carnival SeasonIncludes PSD Changes: NoIncludes Trade Matrix: NoUnscheduled ReportWarsaw [PL1][PL]Section I. Market OverviewQuick snacks and foods are showing continued expansion in the Polish food industry. Polish consumers perceive dried fruit & nuts as a pon activities at these facilities:

Sunnyside, WA (bull calf premises) - a total of 449 animals depopulated

Mabton, WA (index premises) - a total of 131 animals depopulated

Mattawa, WA - a total of 39 animals depopulated

Connell, WA - a total of 15 animals depopulated

Boardman, OR - a total of 20 animals depopulated

Quincy, WA – a total of 18 animals depopulated

Tenino, WA – a total of 4 animals depopulated

Samples taken from the 15 animalositive, healthy form of food "on the go." As a result, this sector shows overall growth. Total imports of dried fruit & nuts in 2003 were 77,286 MT, a 6.5 percent increase from 2002. This developing market has brought forth a variety of changes, including bulk packaging. While bulk packaging brings in a higher quantity of product, it has proven to decrease overall quality. The lack of a tariff for raw shelles depopulated in Connell, WA have tested negative. All 170 samples from the index herd and the Mattawa herd haved and unshelled peanuts and newly decreased tariffs for walnuts, pistachios, raisins, dried prunes, and mixed nuts due to the May 1, 2004, EU accession, may offer U.S. dried fruit and nut suppliers the opportunity to capture a larger market share in Poland.Market research shows that about 32 percent of the Polish population buys a variety of nuts and dried fruits throughout the year. Nearly 65 percent of the Polish p completed testing; results were negative for BSE. The final test results for the samples taken at Boardman, OR; Quincy, WA; Tenino, WA; and Moxee, WA are not yet availableopulation purchases nuts once a month, 25 percent purchases nuts once a week, and 7 percent purchases nuts more than once a week. Among the nuts available on the Polish market, the following are the most popular: peanuts, walnuts, hazelnuts, almonds, and pistachios. No detailed data on dried fruit consumption is available. The most popular dried fruits on the Polish market are: raisins, prunes, dates, apricots,.

Investigation Activities

At this time, 28 of the 81 animals that came from Canada have been located:

1 of the figs, apples, and pears. Dried cranberries are occasionally offered on the market, however; due to the implementation of an ad valorem tariff which is being applied to certain US products in retaliation for unfair trade activities by the US; the potential for expansion in this area has been limited. Demand for these products greatly increases between January and May. This is stimulated by Carnival season, Ea81 is the BSE-positive cow and was located in the Index herd in Mabton, Washington.

9 of the 81 were located in the Index herd in Mabton, Washington.

3 were located at a facility in Tenino, Washington.

6 were located at a facility in Connell, Washington.

1 was locatedster holidays, and a decrease in fresh fruit consumption during this period. Polish consumers, ages 15 to 19, are the biggest consumers of dried fruit and nuts. This age group likes the health food aspect and use of nuts and dried fruit as snacks. In addition, these products are also quite popular with the 20-49 year old age group. Consumption in the age group above 50 years is very marginal. Consumption decreas at a facility in Quincy, Washington.

3 were located at a facility in Mattawa, Washington.

1 was located at a facility in Moxee, Washington.

3 are located at a facility in Burley, Idaho.

1 is located at a facility in Othello, Washington.

Guidelines on bovine spongiform encephalopathy (BSE) issued by the World Organization for Animal Health (OIE), the international animal heath standard setting organization, state that animals born on a premises within one year (before or after) of a BSE-affected animal can be considered of significant interest to the country reporting the BSE detection. As such, USDA is focusing on 25 of the 81 animals also born into the birth herd of the index animal. Based on normal culling practices of local dairies, USDA’s Animal and Plant Health Inspection Service estimated that the Agency would be able to locate approximately 11 of these animals. APHIS has definitively located 14 of these animals.

Trade Issues

Specific trade information can be found at http://www.aphis.usda.gov/lpa/issues/bse/bse\_trade\_ban\_statuses at this age mainly due to low-income levels and no tradition of using nuts and dried fruit as snacks. Market research results show that these products are most popular in medium (population above 500,000 people) and larger cities among consumers with at least high school education and college degrees within the medium and high-income levels.
Section II. Market Sector Opportunities and Threats1) Entry StrategyLa.html.

Other Issues

Additional information on BSE can be obtained by visiting the USDA website at http://www.usda.gov. Past BSE updates can also be found at http://www.aphis.usda.gov.

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