



## MARKET PROFILE

SPICES nes  
TO  
United Kingdom



**Bangladesh**

**June 2015**

# Market Profile

SMEs face difficulty in identifying potential and existing export market of a particular product. As a result, with comparative advantage in terms of raw materials or labor force, SMEs are unable to exploit these advantages by targeting a prospective foreign market. Market Analysis tools of International Trade Centre (ITC) help to identify export market opportunities. It provides data and information on international trade trends, national export performance, export markets and help to analyze market in depth. SME Foundation has taken an initiative to prepare product-wise market profile using Market Analysis Tools and Market Profile Template developed by ITC. The main objective of the project profile is to guide and help the SME entrepreneurs to analyse international market of their products.

This market profile provides data, information and analysis of a exportable product which includes HS code, production, consumption, world import and export, annual growth in value and quantity, demand and supply analysis, country trade performance, Time series analysis, graphical analysis, market screening, identify potential attractive market, competitor analysis, tariff advantage in potential markets, target market selection, PEST analysis, market access (Tariff and non-tariff measures), packaging & labeling regulations, price, distribution channels, promotion, buyer list and many other issues.

Although, the material included in this document is based on data/information gathered from various reliable sources; however, it may differ from case to case. As the data are dynamic, it is changing frequently. Further study and in some cases professional advice are required before taking any decision to act upon the information. The actual results may differ substantially from the presented information due to various factors. SME Foundation does not assume any liability for any financial or other loss resulting from this document.

The annual data in this market profile is based on COMTRADE, the world's largest trade database maintained by the United Nations Statistics Division, and monthly or quarterly data are collected by ITC from national custom offices or regional organizations. The market access data is directly retrieved from the Market Access Map application.

## Prepared by:



### **SME Foundation**

Royal Tower, 4 Panthapath, Dhaka-1215  
Phone: +88 02 8142983, 9142907, 09669300001-4  
Fax: +88 02 8142467  
E-mail: [info@smef.org.bd](mailto:info@smef.org.bd)  
Website: [www.smef.org.bd](http://www.smef.org.bd)

## Market Analysis Tools & Market Profile Template Developed by:



### **International Trade Centre UNCTAD/WTO**

Market Analysis and Research  
Division of Market Development  
54-56 rue de Montbrillant  
Palais des Nations, 1211 Geneva, Switzerland

## Table of Contents

	Executive Summary	4
A	Product Description	5
A.1	Definition and description of product and its application(s)	5
A.2	Production	5
A.3	Consumption	6
B	Global Trade Overview	7
B.1	World Trade characteristics for selected product	7
B.2	World imports characteristics	7
B.3	World export characteristics	8
C	Country trade performance for your selected product	9
C.1	Your country's export performance for selected product in the world market	9
C.2	Tariff faced by Bangladesh in the world	10
C.3	Graphic Analysis	11
D	Market Screening	13
D.1	Identify attractive potential markets	14
D.2	Target Market Selection	15
E	PEST Analysis	16
F	People & Product	17
G	Permission: Market Access	17
H	Packaging and Labelling Regulation	18
I	Price	20
J	Placement: Distribution Channels	21
K	Promotion	22
L	Potential Prospects	23

---

## Executive Summary

---

This market profile reviews the **United Kingdom** market for **Spices nes** and its future prospects for new suppliers entering the market. The purpose of this market profile is to guide possible new entrants into the **Spices nes** market.

The United Kingdom market for Spices nes is growing significantly in the last few years.

A total of 676 million US\$ of this products is imported and 631 million US\$ of this product is exported in the world in 2014.

The demand for Spices has been increased. Annual growth of world import is increased by 5% between 2010-14. USA, Germany and UK are the largest importer of this product.

Bangladesh already exports this product. Export earnings from spices was US\$ 665,000 in 2014. Bangladesh is winning market share in the world market. Annual growth rate (in value) of Bangladesh was 9% in 2010-2014 while world average growth rate was 8%. The major importing countries are: Qatar, Malaysia, Kuwait, Singapore, United Kingdom, Bahrain, Oman, India and so on.

UK, Malaysia and Singapore are the attractive markets for the Spices exported by Bangladesh. Among these countries, UK has been selected as target market for this market profile for the following reasons:

- UK is the largest EU market for spices.
- UK is the 3rd largest importing market of spices commanding 5.8% share of world imports.
- There is a prospect for market diversification of Bangladeshi spices in the UK market (bubble graph).
- UK import has grown by 10% over the last 5 years in the world.
- UK is a growing market for Bangladeshi spices over the last 5 years (16%).
- Tariff applied by UK to Bangladesh is 0% for this product.

---

## A. Product Description

---

This market profile illustrates the **United Kingdom** market for **Spices nes** and is intended for the use of producers and exporters of Spices nes in Bangladesh.

### A.1 Definition and description of product and its application(s)

- A spice is a dried seed, fruit, root, bark, or vegetable substance primarily used for flavoring, coloring or preserving food.
- Spice has both household and industrial uses. It is widely used in food processing industry and restaurants in UK.
- The UK has adopted curry as a "national dish", with more than 9,000 Indian, Pakistani and Bangladeshi restaurants and the creation of British-Asian dishes such as chicken tikka masala and balti where spices are used.

### HS code

Specific codes to identify the product category are as follows:  
HS (Harmonized System) Code<sup>1</sup>:

4-digit HS:           0910                   6-digit HS:       091099

### A.2 Production

#### World production

Top Spice Producing Countries (in metric tonnes)			
Rank	Country	2010	2011
1	India	1,474,900	1,525,000
2	Bangladesh	128,517	139,775
3	Turkey	107,000	113,783
4	China	90,000	95,890
5	Pakistan	53,647	53,620
6	Iran	18,028	21,307
7	Nepal	20,360	20,905
8	Colombia	16,998	19,378
9	Ethiopia	27,122	17,905
10	Sri Lanka	8,293	8,438
—	World	1,995,523	2,063,472

*Source: UN Food & Agriculture Organization*

---

<sup>1</sup> HS Codes are internationally standardized names and numbers that classify traded products that are developed and maintained by the World Customs Organization (WCO). The WCO is an independent organization of 160 countries based in Brussels, Belgium. The HS system represents almost 98 percent of world trade, which includes 200 countries. [www.wcoomd.org](http://www.wcoomd.org)

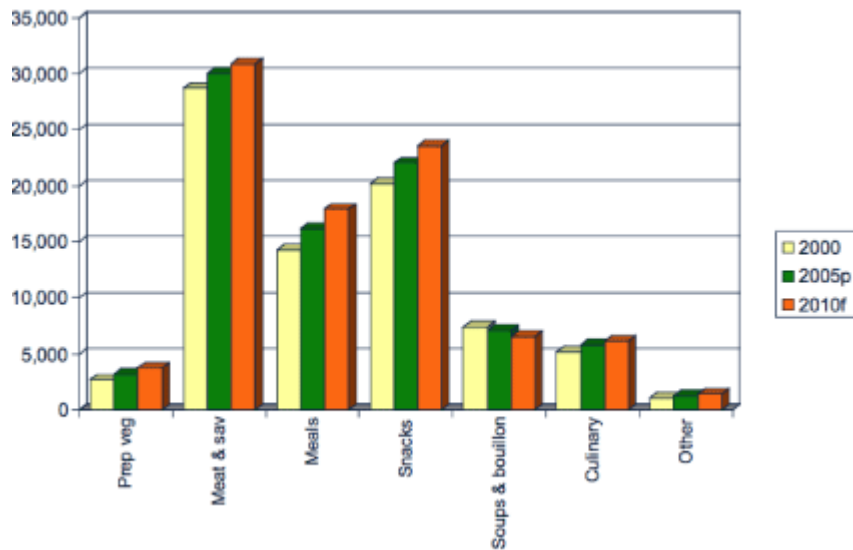
## Bangladesh's production

Bangladesh produced 139,775 metric tons of different types of spices in 2011.

### A.3 Consumption

- The UK is the largest EU market for industrial seasonings, spices and herbs, amounting to 99,550 tonnes in 2008. Globally, this makes the UK the third largest country, according to RTS resource (a market research company for the food and ingredients industry).
- UK Usage of Seasonings, Herbs & Spices

by sector (tonnes)



---

## B. Global Trade Overview

---

### **B.1 World Trade characteristics for selected product**

#### **B.1.1 How much in total of this product is imported in the world in 2014?**

Value imported in 2014 (USD thousand) 675,624

#### **B.1.2 How much in total of this product is exported to the world in 2014?**

Value exported in 2014 (USD thousand) 631,465

#### **B.1.3 Have the world imports grown or declined in the last 5 years? Annual growth in value between 2010-2014 (%)**

Annual growth in value between 2010-2014 is increased by 5% and annual growth in quantity between in 2010-2014 is increased by 8%

#### **B.1.4 Is there a difference between the world's growth rate in value and world's growth rate in quantity?**

The world's growth rate both in value and quantity has increased.

#### **B.1.5 Approximately how many countries import and export the selected product?**

Approximately 212 Countries import and 144 countries export the product in the world.

### **B.2 World imports characteristics:**

#### **B.2.1 which countries are the 3 largest importers (in value in 2014) of the product?**

Ranking	Importers	Share in World Imports, %
1	United States of America	11.5
2	Germany	6.5
3	United Kingdom	5.8

#### **B.2.2 What share of world total imports do the 3 main importers make up together? 23.8%**

#### **B.2.3 Does this indicate that the world demand for this product is concentrated?**

NO

#### **B.2.4 Among the list of top 20 importers (in value) in 2014 is there country for which the trade balance (in value) is positive in 2014.**

Netherlands & Malaysia  
Reason: Export>Import

**B.3 World Exports characteristics:**

**B.3.1 Which countries are the 3 largest exporters (in value in 2014) of this product? What is the value of their exports?**

Ranking	Exporters	Share in World Exports, %
1	India	17.2
2	Turkey	16.6
3	South Africa	6.8

**B.3.2 What share of world total exports do the 3 main exporters make up together?**

40.6

**B.3.3 Does this indicate that the world supply for this product is concentrated?**

No



## C. Country trade performance for your selected product

### C.1 Bangladesh's export performance for selected product in the world market

#### C.1.1 Does Bangladesh already export this product? YES

What is Bangladesh's ranking in world exports and world market share of this product in 2014?

Ranking: 55                      World Market Share: 0.1%

#### C.1.2 How much in total of this product is exported by Bangladesh to the world?

665 (US\$ thousand in 2014)

Quantity: 45 tons/units

#### C.1.3 Is Bangladesh winning or losing market share in the world market?

Bangladesh is winning market share in the world market. Annual growth rate (in value) of Bangladesh was 9% in 2010-2014 while world average growth rate was 8%.

#### C.1.4 Who are the three biggest importers for your product in 2014?

1. Qatar 2. Malaysia 3. Kuwait

Importer	Exported value 2014 (USD thousand)	Share in Bangladesh's	Exported quantity 2014	Quantity unit	Unit value (USD/unit)	Exported growth in value between 2010-2014 (%)	Exported growth in quantity between 2010-2014 (% p.a.)	Exported growth in value between 2013-2014 (%)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)	Total import growth in value of partner countries between 2010-2014 (% p.a.)	Tariff (estimated) faced by Bangladesh (%)
Total	665	100	620	Tons	1073	9	32	-6		100	5	
Qatar	113	17	103	Tons	1097	17	15	-4	51	0.4	-16	5
Malaysia	80	12	57	Tons	1404	90	72	-17	14	1.8	20	0
Kuwait	70	10.5	47	Tons	1489	-15	-4	-24	29	1	7	5
Singapore	62	9.3	165	Tons	376	60	146	32	69	0.2	-38	0
United Kingdom	62	9.3	19	Tons	3263	16	17	-10	3	5.8	10	0
Bahrain	54	8.1	33	Tons	1636	46	45	-8	53	0.4	18	5
Oman	40	6	55	Tons	727				38	0.6	29	5
India	33	5	12	Tons	2750				40	0.5	3	25.5
Australia	31	4.7	74	Tons	419	24	84	-11	24	1.3	2	0
South Africa	29	4.4	16	Tons	1813	46	56	-67	28	1	-4	0

## C.2 Tariff faced by Bangladesh in the world

Geographical distribution for tariffs applied by all importing countries to **Bangladesh**

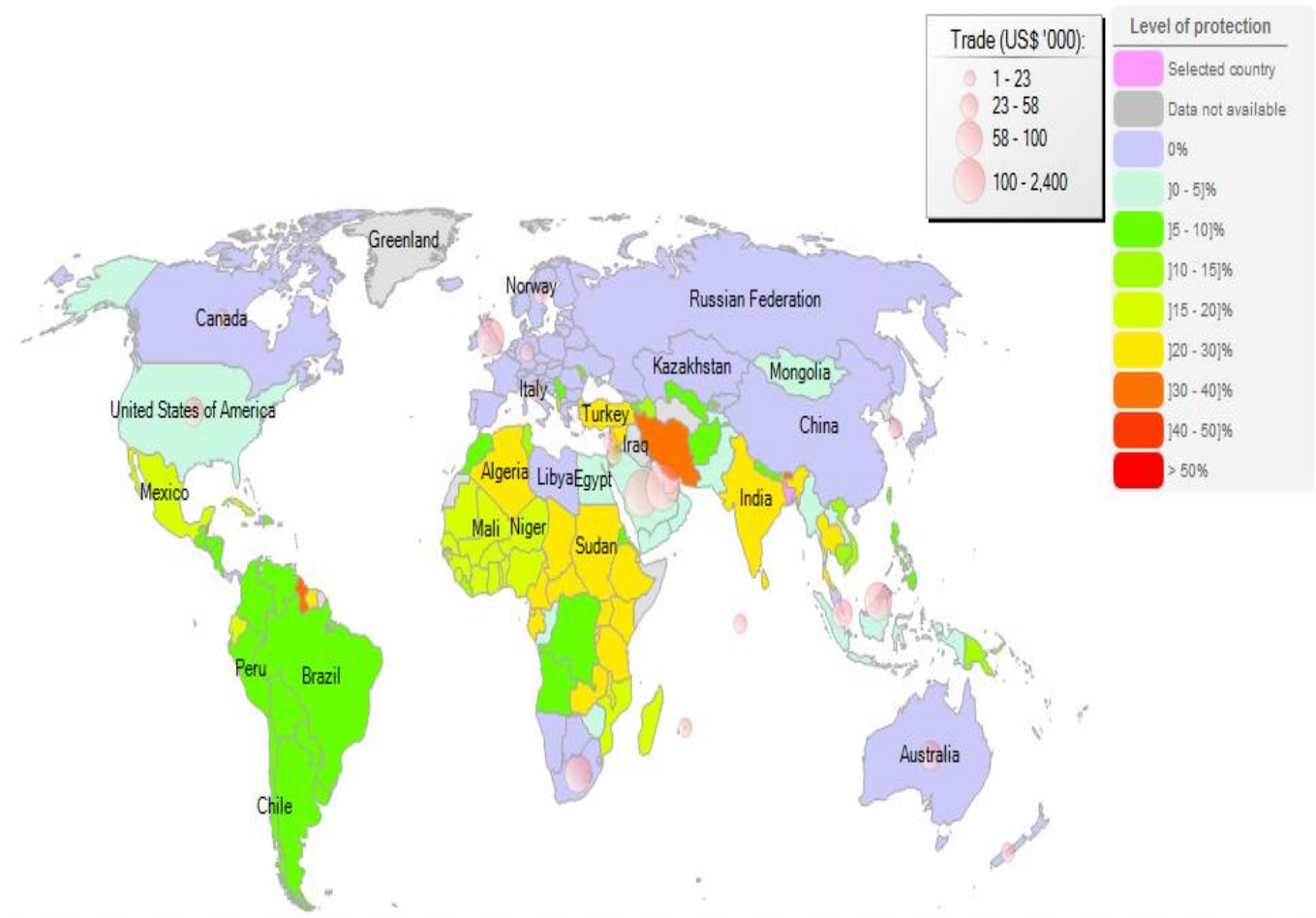
Product: **091099 - Spices nes**

Trade year: **2013**

Applied tariff data source: **ITC (MAcMap) complemented by WTO (IDB)**

Trade data source: **ITC Normalized trade matrix**

AVE Methodology: **AVE based on the World Tariff Profile (WTP)**



### C.3 Graphic Analysis

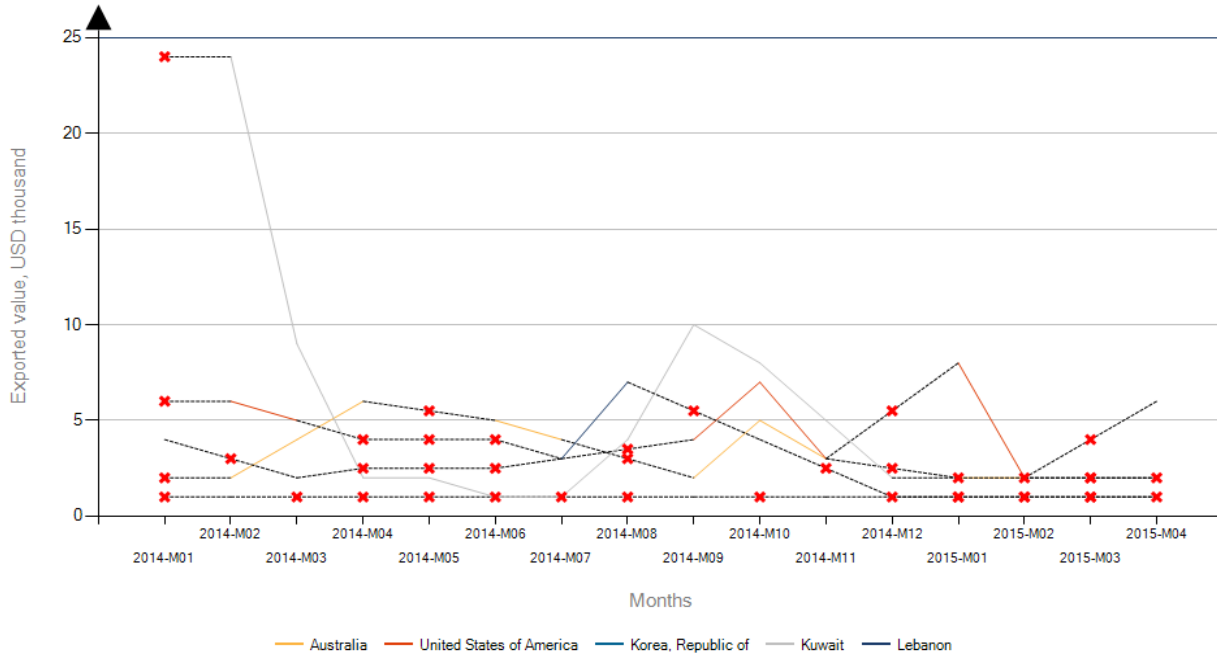
#### Time Series Data

Unit : US Dollar thousand

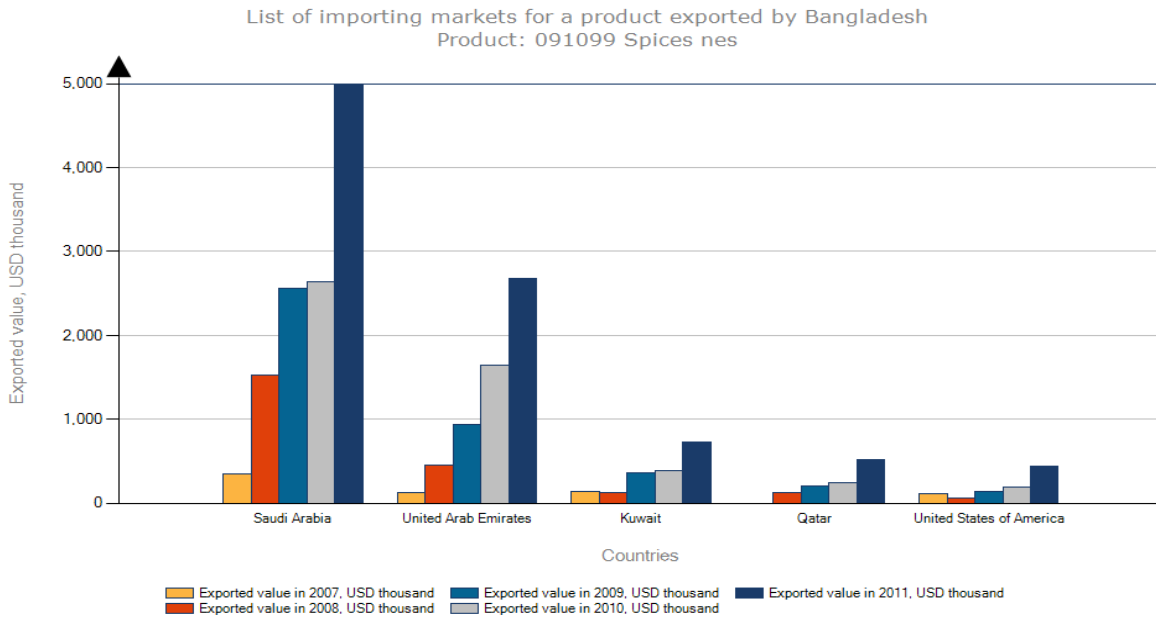
List of importing markets for a product exported by Bangladesh  
 Product: 091099 Spices nes  
 The product code selected above has been reallocated in the 2007 HS revision.

Importers	Exported value in 2007	Exported value in 2008	Exported value in 2009	Exported value in 2010	Exported value in 2011
World	996	2,964	5,018	5,981	10,975
<a href="#">Saudi Arabia</a>	351	1,525	2,560	2,644	4,979
<a href="#">United Arab Emirates</a>	125	455	932	1,646	2,677
<a href="#">Kuwait</a>	144	132	368	394	723
<a href="#">Qatar</a>	0	130	206	238	519
<a href="#">United States of America</a>	108	62	143	196	435
<a href="#">Singapore</a>	44	35	180	167	270
<a href="#">Bahrain</a>	13	24	113	117	230
<a href="#">Australia</a>	69	41	113	117	225
<a href="#">Malaysia</a>	0	16	24	127	221
<a href="#">Hong Kong, China</a>	0	0	0	0	142

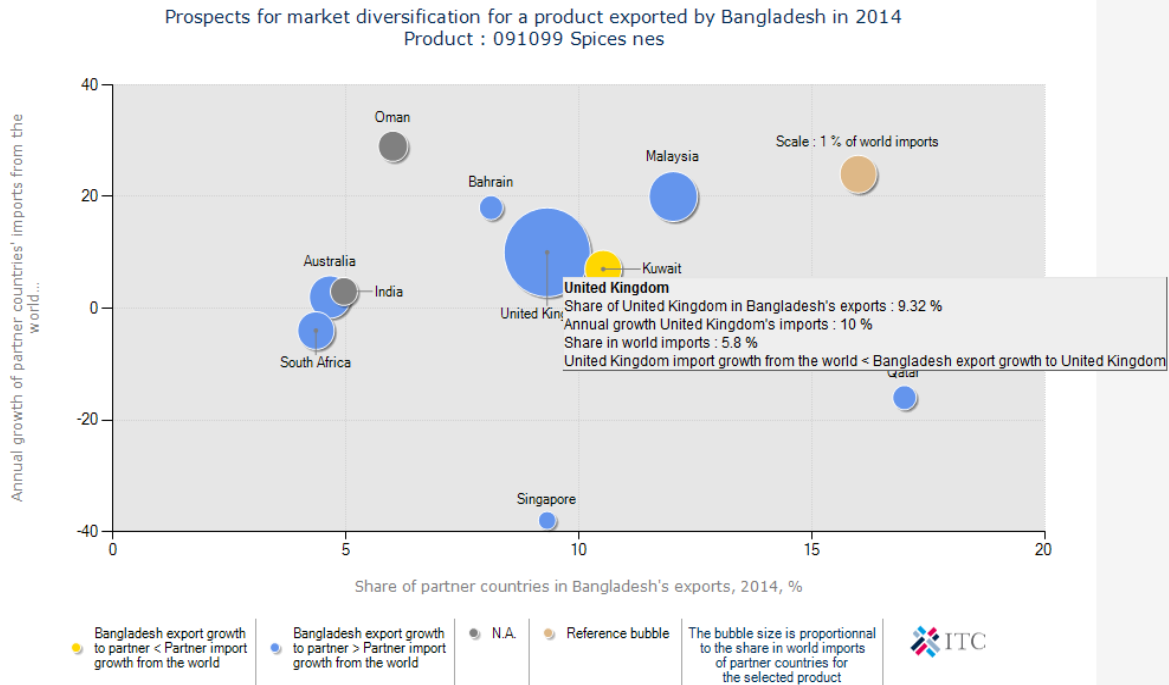
List of importing markets for a product exported by Bangladesh (Mirror)  
 Product : 091099 Spices nes



## Bar chart



## Bubble graph



Note: When Bangladesh export growth to partner < Partner import growth from the world  
That means Bangladesh is losing market share in partner countries

## D. Market Screening

Which importing countries have the highest imported value in 2014? And what are their respective annual growth rates in value and in quantity between 2010 and 2014, share in world import and Average tariff?

Sl. No.	Importing Country	Value imported in 2014 (USD thousand)	Annual growth in value between 2010-2014 (%)	Annual growth in quantity between 2010-2014 (%)	Share in world imports (%)	Average tariff (estimated) applied by the country (%)
1	United States of America	77888	1	3	11.5	0.9
2	Germany	43916	6	7	6.5	1.3
3	United Kingdom	39285	10	9	5.8	1.3
4	Free Zones	29114	21	4	4.3	...
5	Viet Nam	26005	12	43	3.8	16.4
6	Denmark	22645	15	41	3.4	1.3
7	Belgium	19957	15	17	3	1.3
8	France	19858	-3	-3	2.9	1.3
9	Canada	18713	-1	-5	2.8	0.4
10	Netherlands	17663	10	10	2.6	1.3

Which countries would you consider as potential attractive markets for the spices exported by Bangladesh?

1. UK
2. Malaysia
3. Singapore

**D.1 Identify attractive potential markets.**

**D.1.1. which are three attractive markets for exporting this product?**

	Target Country	Value Imported (million \$)	Unit Value (US\$/unit)	Growth Rate in value 2010-14 (%)	Growth Rate in quantity 2010-14 (%)	Share in world imports (%)	Average tariff (estimated) applied by the country (%)
1	UK	39,285	3,991	10	9	5.8	1.3
2	Malaysia	12,482	2,334	20	16	1.8	0
3	Singapore	1,441	1,216	-38	-23	0.2	0

**D.1.2 Who would be your main competitors in these countries and why?**

	Target Country	Bangladesh's main competitor in target market	Market Share in 2013 (%)	Gaining or loosing market shares(2010-14)
A	UK	Spain	3.8	-56 (loosing)
		India	17.2	-8 (loosing)
		Turkey	16.6	3 (gaining)
B	Malaysia	China	3	77(gaining)
		India	17.2	1(gaining)
		Australia	0.4	13(gaining)
C	Singapore	India	17.2	-9(loosing)
		Malaysia	2.9	-57(loosing)
		Myanmar	0	-1(loosing)

**D.1.3 Identify the tariffs and tariff advantages in your potential markets?**

Identify the tariffs and trade regimes that Bangladesh faces in the three attractive markets.

	Target Country	Trade Regimes	Tariffs applied
A	United Kingdom	Preferential tariff for Least Developed Countries	0%
B	Malaysia	MFN applied duty rates	0%
C	Singapore	MFN applied duty rates	0%

**Do you have tariff advantage advantages/disadvantages vis a vis your main competitors in the three target markets?**

	Target Country	Competitors	Tariffs faced by competitors average
A	United Kingdom	Spain	0%
		India(Preferential tariff for GSP countries)	4.30%
		Turkey Preferential tariff for GSP countries)	0%
B	Malaysia	China(MFN applied duty rates)	0%
		India(MFN applied duty rates)	0%
		Australia (MFN applied duty rates)	0%
C	Singapore	India (MFN duties (Applied))	0%
		Malaysia(MFN duties (Applied))	0%
		Myanmar(MFN duties (Applied))	0%

**D.2 Target Market Selection**

**Taking into consideration the trade patterns that you observed in the last section and the market access considerations that you just reviewed, which of these countries should you select as a target market for this Market Profile and why?**

Target market is: **United Kingdom**

Comments:

- UK is the largest EU market for spices.
- UK is the 3<sup>rd</sup> largest importing market of spices commanding 5.8% share of world imports.
- There is a prospect for market diversification of Bangladeshi spices in the UK market (bubble graph).
- UK import has grown by 10% over the last 5 years in the world.
- UK is a growing market for Bangladeshi spices over the last 5 years (16%).
- Tariff applied by UK to Bangladesh is 0% for this product.

## E. PEST Analysis

Political	Social								
<ol style="list-style-type: none"> <li>1. The UK's political landscape is deeply entrenched in the ethos of democracy and the stable system of governance.</li> <li>2. Ensures that there is a level of consistency in its policies.</li> <li>3. It continues to face terror threats from groups such as Al-Qaeda.</li> <li>4. There is great respect for human rights and civil liberties, and the public sector is transparent and accountable.</li> </ol>	<ol style="list-style-type: none"> <li>1. Residents of the UK enjoy a standard of living comparable with those in other developed countries.</li> <li>2. The government is focused on alleviating income inequality and plans to eradicate child poverty by 2020. The establishment of the single European market could be positive as a number of young people could migrate to the UK, and thus offset the problem of an aging population.</li> <li>3. Current strengths: -strong education systems. -health care services</li> </ol> <p>Future prospect: - System of "managed migration" - Supporting low &amp; Middle income</p>								
Economic	Technology								
<ol style="list-style-type: none"> <li>1. Among the EU countries, the UK has one of the highest levels of per capita GDP in terms of purchasing power parity.</li> <li>2. According to the World Bank's Doing Business indicators for 2013, the UK is the seventh best country in the world to do business.</li> <li>3. The UK has traditionally been at the forefront of economic progress. In recent times the services sector has overshadowed the industrial sector to become the key driver of economic growth.</li> <li>4. UK has led to unbalanced economic growth, as London and the South East have consistently grown, while the Northern cities such as Manchester, Liverpool, Newcastle, Sheffield, Leeds and Birmingham, which have traditionally been dependent on industrial activity, have not benefitted much.</li> <li>5. The government maintained has to reduce the fiscal deficit. Inflation dropped to 2.80% in 2012 from 4.5% in 2011, which is a positive sign for the economy.</li> </ol> <p style="text-align: center;"><b>3: Sector-specific contribution to GDP, 2012</b></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Sector-specific contribution to GDP, 2012</caption> <thead> <tr> <th>Sector</th> <th>Contribution (%)</th> </tr> </thead> <tbody> <tr> <td>Services</td> <td>78.19%</td> </tr> <tr> <td>Industry</td> <td>21.29%</td> </tr> <tr> <td>Agriculture</td> <td>0.52%</td> </tr> </tbody> </table>	Sector	Contribution (%)	Services	78.19%	Industry	21.29%	Agriculture	0.52%	<ol style="list-style-type: none"> <li>1. The UK government has been successful in steering the R&amp;D in the right direction, and is taking steps to boost competitiveness.</li> <li>2. R&amp;D and IT are vital to a growing economy, and the dearth of personnel could pose a serious challenge to the country's attempts to maintain its competitiveness.</li> <li>3. The declining trend in the number of patent applications may hamper the UK's future technological competitiveness in the international market.</li> </ol>
Sector	Contribution (%)								
Services	78.19%								
Industry	21.29%								
Agriculture	0.52%								



## F. People & Product

- Quality is a key issue for buyers in the UK and includes food safety. Buyers will want you to comply with continuously increasing food safety requirements.
- A large segment of the UK market is turning towards more healthy food. The growing public concern about health potentially has a positive effect on the demand for spices and herbs.
- Here are large ethnic communities in the UK, mainly from former colonies such as India, Pakistan, Bangladesh and Sri Lanka. Curries are one of the most popular dishes in the UK. There is a large variety of curries and UK consumers have developed a diversified taste (e.g. spicy, creamy or from different regions, such as Kashmir)
- UK buyers are increasingly asking for steam sterilised spice and herb mixtures.
- **Market segmentation**  
Although spices and herbs can be used for the non-food market such as the pharmaceutical and perfumery, the largest end-user group of spices and herbs is the food-processing industry. In the food market, the consumption of herbs and spices is divided into 3 sectors:
  - Industrial, which is the largest, in which spices are used particularly in the processing of meat, fish, canned products, sauces, soups, bakery goods and other prepared and convenience food.
  - Retail, driven by experimental and ethnic consumers.
  - Catering, which is small but growing

[Source: CBI Product Factsheet: Spice and herb mixture in the United Kingdom]

## G. Permission: Market Access

### G.1 Tariffs

#### United Kingdom

	Market share	Tariff (estimated applied by UK %)	Tariffs faced	Total ad valorem equivalent Tariff	Trade Regime	
Bangladesh	0.2	0	--	0%	Preferential tariff for least developed countries	
<<Bangladesh's>> main competitors in target market	Market share	Tariff (estimated applied by UK %)	Tariffs faced by competitors	Total ad valorem equivalent Tariff	Trade Regime	Tariff advantage for Bangladesh (yes or no)
1 Spain	23.9	0	-----	0%	European Union rate	
2 India	10.8	1.7	-----	4.30%	Preferential tariff for GSP countries	
3 Turkey	8	0	-----	0%	Preferential tariff for Turkey	

### G.2 Non-tariff measures

- Sanitary and phytosanitary measures
- Technical barriers to trade

Important link: <http://exporthelp.europa.eu/thdapp/index.htm>

---

## H. Packaging and Labelling Regulations

---

### *United Kingdom food labelling regulations*

General laws which should be implied on any food product:

- **Name** – Must also inform the customer the nature of the product. It may also be necessary to attach a description to the product name. However, there are certain generic names which must be only used for their conventional uses, for example: Muesli, Coffee, prawns.
- **Ingredients** – All ingredients of the food must be stated under the heading 'Ingredients' and must be stated in descending order of weight when present at more than 2% in the product. Ingredients making up less than two percent may be declared in any order at the end of the declaration. Moreover, certain ingredients such as preservatives must be identified as such by the label 'Preservatives', a specific name, e.g. "sodium nitrite", and the corresponding European registration number colloquially known as an "E number", e.g. "E250". When ingredients are themselves made of a number of sub-ingredients (i.e. a mayonnaise), these must be declared as well in the ingredient declaration. If ingredients or additives contain one of the listed 14 EU allergens, these must be explicitly named in the list. For example: 'Preservative: E220 (Sulphites)'.
- **Nutritional Information** – Although it is not a legal requirement to declare Nutritional information on the product, if the manufacturer makes claims that the product is 'Low in Sugar', it must be supported with nutritional information (normally in tabulated form). However, as a rule it is recommended to declare nutritional information as consumers more than ever are investigating this information before making a purchase. Moreover, there are two European nutritional labelling standards which must be adhered to if nutritional information is shown.
- **Medicinal or Nutritional Claims** – Medicinal and Nutritional claims are tightly regulated, some are only allowed under certain conditions while others are not authorized at all. For example, presenting claims the food product can treat, prevent or cure diseases or other 'adverse conditions' are prohibited. While claiming the food is reduced in fat or rich in vitamins require the food to meet compulsory standards and grades, in addition, the terms must be used in a form specified in regulations.
- **Date Tagging** – There are two types of date tagging:
  - **Use by Date** – 'Use by date' must be followed by a day or/and month which the product must be consumed by. To be employed on perishable foods that usually would be kept cold, for example, fish, meat, dairy products and 'ready to eat' salads.
  - **Best Before Date** – 'Best before date' is used as an indicator of when the product will begin to degrade from optimal quality; this includes when the food becomes stale, begins to taste 'off' or decays, rots or goes mouldy. There are also regulations on which type of best before date must be applied:
    - Best before + Day for foods with a shelf life of up to 3 months.
    - Best before end + Month for foods with more than a 3-month shelf life.
    - Best before end + Year for food with more than an 18-month shelf life.
- **Storage Conditions** – If there are any particular storage conditions for the product to maintain its shelf life, these must be pointed out. However, as a rule it is recommended to always describe the necessary storage conditions for a food product.
- **Business Name and Address** – In addition to the business name and address, it is necessary to indicate the manufacturer or packager, if independent to the main business and the seller established within the European Union.
- **Place of Origin** – The food is required to specify its place of origin, especially if the name or trademark is misleading - such as if the product is called 'English Brie Cheese' when it is produced in France.
- **Instruction for Use** – This is only necessary if it is not obvious how to use or prepare the product, in which case the consumer's own initiative must be used.

- **Presentation** – The label must be legible and easy to read, also it must be written in English, however, the manufacturer may also include other languages.
- **Batch identifier**, such as **Lot Mark** or **Batch Code** – It must be possible to identify individual batches with a lot mark or batch code - the code er, the date mark can be used as a lot mark. Manufacturers must bear must be prefixed with the letter 'L' if it can not be distinguish from other codes, howev in mind that the smaller the size of a batch, the smaller financial consequences in the case of a product recall.
- **Sectioning** – All of the following must be in the same field of vision:
  - Product name
  - Date mark
  - Estimated net weight or quantity
  - Alcohol strength (if applicable).
- **Standard specification** - Indicate the level of the standard compliances which the product are manufactured and packaging are completed against, and the specification limits if the standard is not publicly available, especially for those of
  - Microbial limits
  - Heavy metal limits
  - The limits of pesticide residuals
  - The limits of preservatives, artificial flavouring and colouring etc.
- **Food additives** - with a best practice, the items should be presented by their approved names (i.e. domestically), functional classes, and numbers of International Numbering System (INS) or equivalent.

### **Packaging Requirements**

1. The main requirement of the regulations is that no one who is responsible for packing or filling products into packaging or importing packed or filled packaging into the United Kingdom, may place that packaging on the market unless it fulfils the Essential Requirements and is within the heavy metal concentration limits Essential Requirements
2. **The Essential Requirements are, in summary:**
  - i. Packaging volume and weight must be the minimum amount to maintain the Necessary levels of safety, hygiene and acceptance for the packed product  
And for the consumer
  - ii. Packaging must be manufactured so as to permit reuse or recovery in accordance with specific requirements
  - iii. Noxious or hazardous substances in packaging must be minimised in emissions, ash or leachate from incineration or landfill Heavy metal limits
3. The aggregate heavy metal limits apply to cadmium, mercury, lead and hexavalent chromium in packaging or packaging components subject to some exemptions (for glass and plastic crates/pallets, see pages 12 and 13).
6. The total by weight of such metals should not exceed 100 ppm on or after 30 June 2001. Previous limits were, 600 ppm on or after 30 June 1998 & 250 ppm on or after 30 June 1999

### **FOOD PACKAGING AND CONTAINERS**

- Materials and articles which come into contact with foodstuffs
- Good manufacturing practice for materials and articles intended to come into contact with food

- Plastics
  - Plastic materials and articles
  - Recycled plastic materials and articles
  - Testing migration of plastic materials in contact with foodstuffs
  - Restriction of epoxy derivatives in food packaging
  - Materials and articles containing vinyl chloride monomer
  - Release of N-nitrosamines from rubber teats
- Ceramics
  - Ceramic objects in contact with foodstuffs
- Cellulose
  - Materials and articles in regenerated cellulose film
- "Active" and "intelligent" materials
  - Active and intelligent materials and articles

(Source: [http://europa.eu/legislation\\_summaries/consumers/product\\_labelling\\_and\\_packaging/](http://europa.eu/legislation_summaries/consumers/product_labelling_and_packaging/))

---

## I. Price

---

- Average price of spices: 3,991 US\$ per ton (Trade Map)

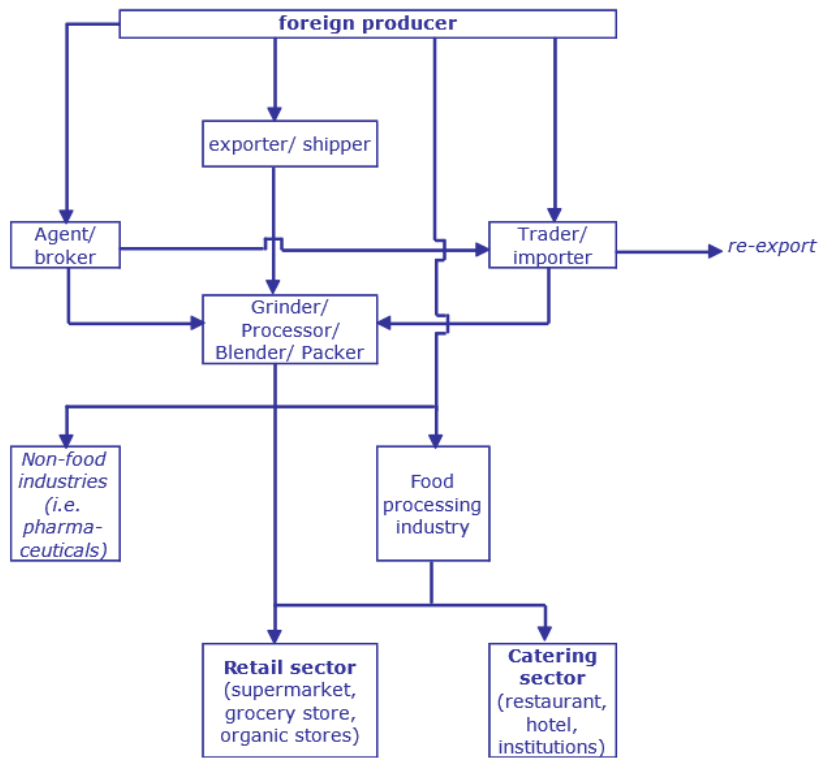
Turmeric Powder	US\$1200-1750/ Metric Ton
Garlic Powder	US\$500-1000/ Metric Ton
Chilli Powder	US\$1000-3000/ Ton

Source: *Alibaba.com*

---

## J. Placement: Distribution Channels

---



Source: CBI Market Survey

---

## **K. Promotion**

---

- An excellent way of gaining some exposure is to visit and have a stand at a trade fair or conference. It is also a good way to meet your buyer face-to-face. There are no specific trade fairs for spices in the UK, but there is a food and drink expo which might be interesting to visit. Trade fairs abroad such as Anuga (largest German food fair), Sial (largest French food fair), and Biofach (large sustainable food fair Germany) are also visited by players active in the UK.
- UK buyers greatly appreciate adopting modern methods of communication (e.g. LinkedIn, Skype, Facebook) and having a good website, company brochure and business cards.
- A good way to promote product and organisation is to be able to prove performance regarding quality and food safety procedures. Ask buyers about their specific requirements.

---

## L. Potential Prospects

---

### Buyer List

SI	Organization	Country	Contact no.	Website
1.	Adena Nutra	United Kingdom, Plymouth	Phone: 44 1752 651 997 Executives: Samuel Anthony (CEO)	<a href="http://www.adena-nutra.co.uk">http://www.adena-nutra.co.uk</a>