

TARIFFS

Import duties for salmon products are: 2 percent for fresh/frozen salmon; 13 percent for smoked salmon; and 5.5 percent for canned. VAT rates are: 2 percent for fresh/frozen salmon and smoked salmon; and 9 percent for canned salmon.

HEALTH REGULATIONS

Salmon-like products which are not made of genuine salmon, or products made of fish not derived from certain species of sturgeon, are regarded as adulterated if there is no indication of the fact they are substitutes and preservatives have added. "Seelachs" [Pollock] must therefore, be marked as "Lachsersatz" (salmon substitute). In the case of fish roe products, the type of fish from which the roe was derived has to be stated.

Canned seafood products are allowed to contain preservatives, colouring agents and other additives which have been expressly approved for canning purposes. For certain seafood products such as marinated products, pastes, salted fish in oil, "Seelachs" in oil, roe products, and anchovy-type products, the following preservatives may be contained within the product:

1. Sorbic acid (E200-203)
2. Benzoic acid (E210-213)
3. Parahydroxybenzoic acid ethyl ester (E214-219)
4. Formic acid (E236-238)

Local salmon smokers use fresh smoke from natural wood. Salt petre (potassium or sodium nitrate) may also be used in the production of salmon products. The qualitative evaluation of fish and fish products is carried out in accordance with the Guiding Principles of the German Food Book. Even though actual laws are not represented, the book constitutes and explains recognized norms for the production, composition, evaluation and designation of salmon products.

POST PROPOSALS

For many Canadian companies, the secret to success, particularly in the highly competitive consumer market, is to identify and exploit a narrow market segment. To determine an appropriate niche, on-the-spot market research is virtually essential. Regional variations in consumer spending patterns are more marked in Germany than in many similar sized countries. Importers should always seek local advice to confirm whether the product is accepted well in a particular area. Domestic producers usually pick a "Nielson" area to test their product prior to launch.