



PRESS INFORMATION

BVE Summary of Anuga 2017

Strengthen the food industry in the rural areas

The food industry was on course for growth in the first six months of 2017. Due to the good overall mood among the food manufacturers, this trend is also expected to continue in the second half of the year. According to the estimations of the BVE, the industry will achieve a turnover of Euro 132.8 billion up until September. Whereas the association predicts that the domestic growth will remain stable, the export growth is expected to experience a slight upswing. The sales volume is expected to increase by 1.4 percent in the first three quarters and will thus be slightly lower than last year.

The mood is good among the consumers. The prices of foodstuffs increased moderately by 2.6 percent in the first half of 2017 compared to the previous year. The continuing positive situation on the labour market and the low tendency to save are having a positive effect on the consumer climate, which food consumption also benefits from. Over 81 million consumers decide autonomously every day at the checkout about the success of products and manufacturers. Foodstuffs have to adapt in line with the understanding of values and eating habits of the customers and these follow increasingly faster trends: 40,000 new products annually are the result. The BVE will present the most important trends of the food production in two new surveys at Anuga 2017.

Expectations of the industry regarding the change of government

Before the largest food trade fair in the world begins, German elects its new federal government. As the top economic association of the German Food Industry, we expect more attention from the future politicians for

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our safe, diversified, high-quality or enjoyable products and their manufacturers.

Here, we demand that the competition is fair especially vis-à-vis the concentrated retail trade, that international business is promoted as an important source of income, the availability of affordable energy and raw materials secured and the innovative capability supported.

To ensure fair competition one also needs educated and responsible consumers. We oppose measures that aim to control consumption, dominate the consumer, or impose new and costly labelling and information obligations or product adaptations without recognisable added value for the consumers. The same applies for increases in tax or duties on foodstuffs.

As the third largest employer of the entire German industry, the food producers are dependent on qualified workers. In order to offer their employees perspectives, a flexible labour market and social politics that do justice to the production conditions of the industry as well as a practice-oriented education policy are indispensable.

With over 580,000 employees in 5,900 establishments, the food industry is Germany's third largest branch of industry. It reliably supplies 81 million consumers with high-quality and favourably-priced food. Furthermore, with an export share of 33 percent, customers worldwide appreciate the quality of German products.