

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Czech Republic

Exporter Guide

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Approved By:

Russell J. Nicely,
Agricultural Attache

Prepared By:

Petra Hrdlickova,
Agricultural Marketing
Specialist

Report Highlights:

This report is written for U.S. companies interested in doing business in the Czech Republic. It contains information on the economic situation, consumer buying patterns, and strategies for market entry. This report describes three major sectors: retail, food service, and food processing, and highlights the best high-value product prospects and key contacts.

Post:
Prague

Author Defined:

SECTION I: MARKET OVERVIEW

Trade Agreements

The Czech Republic became a European Union (EU) member on May 1, 2004. Most barriers to trade in industrial goods with the EU fell in the course of the accession process. Currently the Czech Republic participates as part of the EU in the negotiations on Transatlantic Trade and Investment Partnership (TTIP). TTIP includes chapters on market access for goods, agriculture and processed agricultural products. The Czech Republic is expected to be part of the EU's majority opinion on agricultural issues under TTIP negotiations. Once the agreement is signed, U.S. exports will benefit from a much more open European market.

Economic situation

The Czech Republic's economy is growing at a 2.4% rate. The Czech Republic, and especially its capital city Prague with over 5.5 million tourists per year, offers immediate opportunities for consumer-oriented food items as well as ingredients and longer term prospects for other products. Agricultural imports reached value of nearly \$9.4 billion in 2013, out of which \$52.5 million was from the U.S.

Czech GDP was approximately 2.5% in 2014, compared to about 0.8% in the Eurozone. On average, the growth rate is expected to marginally decelerate to 2.3% in 2015. The labor market should be gradually improving, with growth in employment hovering around 0.5% in both 2014 and 2015, while the unemployment rate is expected to gradually decline. The unemployment rate in 2014 was on average 6.3% and for 2015 is expected fall slightly to 6.2%.

Since the Czech Republic is not part of any monetary union, it is vulnerable to exchange rate fluctuations. In November 2014, the Czech National Bank, in order to help Czech exporters, depreciated the Czech Crown (CZK) by 8%, so since the summer of 2014, the CZK depreciated against the U.S. dollar by 20%. This makes imports of U.S. products more expensive.

The Czech Republic is required under the terms of its 2004 membership in the European Union to adopt the Euro, but there is no prescribed timetable nor political momentum towards adoption.

In January 2013 the standard level of the value-added tax (VAT) increased from 20 to 21 percent on most items. The "advantageous" VAT rate, for food items and non-alcoholic beverages, increased from 14 to 15 percent. For both 2014 and 2015 VAT rates are to remain at their current levels. In 2016 both rates will be unified at 17.5 percent.

Demographic developments

The Czech Republic might seem like a small market, with 10.5 million inhabitants, however, its GDP per capita reached \$26,457 (source: <http://www.tradingeconomics.com/czech-republic/gdp-per-capita-ppp>) and is among the highest in Central Europe. It has a strategic position in the very heart of Europe and is an important component of any eastward expansion, as it can augment sales in larger markets (like Poland) with less financial resources.

Agricultural Trade with the U.S.

Import and export of Consumer Oriented Agricultural Products with the U.S. (mill. USD)

	2009	2010	2011	2012	2013
Import from the U.S.	17.5	23.2	21.5	21.5	25.6
Export to the U.S.	5.6	4.2	6.9	7.7	11.6

Source: Global Trade Atlas

Imports from the U.S. consists of dried fruits and nuts, seafood, beef, dehydrated products, etc. Export from the Czech Republic includes dehydrated products, seeds and live animals.

Food consumption

Many consumers, according to surveys, admit that the economic situation influences their purchasing decisions. Recently, consumption of several categories of food items has declined as their nominal prices grew.

Item	Consumption in kg per capita in 2012	Consumption in kg per capita in 2013	% Index (2013 compared with 2012)
Meat total (in carcass weight)	77.4	74.8	96.698.5
Out of which: Pork	41.3	40.3	97.798.1
Beef	8.1	7.5	92.788.9
Veal	0.1	0.1	100.0
Poultry	25.2	24.3	96.5102.7
Fish total	5.7	5.3	92.5106.7
Vegetable edible fats and oils	16.4	16.9	103.0100.6
Cheese	13.4	12.7	94.8102.9
Eggs	13.6	13.5	99.396.4
Cereals (in flour, excl. rice)	113.3	112.3	99.195.4
Sugar	34.5	33.4	96.789.4
Potatoes	68.6		98.1
Pulses	2.6	2.6	100.0113.9
Vegetables	77.8	82.9	106.591.2

Fruit	74.6	76.8	102.994.0
Spirits (40% strength, Liters per capita)	6.7	6.5	96.697.5
Wine (Liters per capita)	19.8	18.8	94.6102.1
Beer (Liters per capita)	148.6	147.0	98.9104.3

Source: Czech Statistical Office, www.czso.cz

Advantages and Challenges for U.S. Suppliers on the Czech Market

Advantages	Challenges
High quality of U.S. products and growing trend toward eating what is healthier and tastes better; an opportunity for U.S. nuts, dried fruits and meat especially	Higher competitiveness of some EU products due to elimination of tariffs between the EU and CR
Good infrastructure, importers speak good English	20% depreciation of CZK in the second half of 2014 reduced purchasing power
The number of tourists and Americans living in Prague is increasing and they demand high quality U. S. food products	Relatively small volumes with high transportation costs
Willingness to try new products; innovative products and packaging increase demand	Shelf life – retailers will not list a product with a “use-by-date” shorter than 2/3 of the total shelf life and transportation takes some time
Developed distribution system, highly integrated with Germany	Negative perception of U.S. food in general (GMO, fast food, etc.)

SECTION II. EXPORTER BUSINESS TIPS

Local business customs

Food retailers have their own purchasing sections and buy products from either domestic suppliers or Czech importers. However, after the EU accession and free trade within new the EU 28, retail chains seek suppliers of cheaper and better quality products from anywhere in the enlarged EU. The Makro cash and carry chain, which operates in both retail (as many individuals are registered customers) and foodservice markets, has its purchasing headquarters outside of the Czech Republic – most carried food products are negotiated in the Makro/Metro Trading Office in the Netherlands. Purchase of fish and seafood products is done through their office in Boston.

Other retail chains buy food products locally from Czech importers.

There is no U.S. retail chain in the country. In the 1990s K-mart operated several supermarkets in the Czech Republic, and offered many U.S. food products, such as chips, sauces, baking mixes, cereals, juices, etc. At the end of that decade K-mart was acquired by Tesco, a UK based company, which replaced many U.S. products with British brands. However, in the comparison with other retail chains

from Germany or the Netherlands, Tesco still offers the most U.S. products on the market.

In order to get a new product on the shelf, retail chains ask suppliers to pay “marketing fees”. Until recently, these fees were called “listing fees”, paid once per product. Retailers have been heavily criticized for this and renamed and recalculated the fees. Now, they are called marketing fees and are calculated from a yearly turnover of each product.

Retail chains demand that shelf life of product be longer than 2/3 of its total shelf life, otherwise they do not want to list the product. For example, if chips have a 3 year shelf life, the importer has to offer it to Tesco with a viable shelf life still over 2 years.

Once the product is listed in a retail chain, the retailer is not willing to increase price of the product for a very long time, so all price vulnerability is on the importer or exporter.

General consumers tastes and preferences

The traditional Czech cuisine contains a lot of protein and saturated fat and carbohydrates, e.g. pork with sauerkraut and dumplings, etc. The changing lifestyles of Czech consumers has led to increased interest in functional and healthier food, which includes more fresh fruit and vegetables, poultry and fish, healthier alternatives of bakery products such as wholegrain and graham flour products, cereals, vegetable oils, rice and pasta.

Czech consumers are increasingly health conscious and lead ever more dynamic lifestyles. These lifestyle developments are, however, mainly a characteristic of the urban population. This change in the eating habits of consumers, along with the boom in international restaurants and bistros and the popularity of cookery programs on television, has meant that Czech consumers are increasingly experimenting with food and trying new recipes, with the result that Italian, Indian, Chinese, Thai and Greek cuisine has become increasingly popular.

Consumer Buying Habits

Consumer buying habits are moving towards higher quality/higher price items. Even though price still plays a key role for many consumers, who are buying food products based on bi-weekly retail promotional flyers, more people are willing to pay for quality.

Consumers seek convenience. Top retailers, such as Tesco, offer internet food shopping and food delivery. Besides supermarkets, smaller size format “express stores” are becoming more popular.

The foodservice sector offers a great variety of restaurants, ranging from Michelin star top restaurants offering high price/high quality products (in large cities, mostly in the capital city Prague) to restaurants and pubs throughout the country offering typical Czech meals for around \$4/meal.

Food standards and regulations

Please see the [Food and Agricultural Import Regulations and Standards report no. E70048](#), prepared by USEU Brussels, and accessible on-line at the [GAIN database](#).

General import and inspection procedures

All products exported to the Czech Republic must comply with EU import regulations. Complete information on EU import rules for food products may be found at:

<http://www.usda-eu.org/trade-with-the-eu/eu-import-rules/>

For information on the tariff and [statistical nomenclature and on the Common Customs Tariff](#) please refer to the Official Journal of the European Union, Regulation (EU) No 927/2012.

Incoming goods go either to the customs storage or a freight forwarder's facility at the airport (the Czech Republic has only one international airport). Storage is carried out under the supervision of a customs officer who checks the documents and compares them with commodities. Food inspectors do not routinely check packaged foods, however, custom officers may take samples to check for ingredients. Veterinary certificates are bi-lingual and may be found at the State Veterinary Administration webpage:

<http://eagri.cz/public/web/en/svs/portal/trade-with-vet-commodities/>

SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

Retail Sector

As a result of the improved economic situation grocery, retailers registered a satisfactory performance with current value growth of 2% in 2014. The main trend within grocery retailers is an increasingly stronger emphasis on the quality of products and on offering a satisfactory range of domestic or regional products. Nevertheless, reasonable prices remain critical as Czechs remained strongly price-sensitive, despite the improving economic situation.

A growing interest in shopping in smaller outlets which are located nearer to houses or workplaces of consumers was visible in 2014. In addition, Czechs started to head towards outlets with smaller selling space (such as discounts or supermarkets). Czech consumers made smaller but more frequent purchases (within grocery) in 2014.

The level of provided discounts and special price offers remained high in 2014 as chain retailers were not willing to abandon this strategy due to concerns over losing customers. Although the high number of discount actions has a negative impact on retailers (lower margins and weakened consumer loyalty), all leading grocery retailers were active in providing frequent discounts in 2014. In general, regular price promotions and leaflets remained the most successful marketing tool within grocery retailers in 2014, with the bi-weekly promotional flyer the most important.

Hypermarkets remained as the biggest channel in value terms, accounting for 38% value share of grocery retailers in 2014. This high penetration of hypermarkets is attributable mainly to the fact that there is a relatively high number of strong hypermarket retailers which operate extensive outlet networks throughout the country. In 2014, five hypermarket retailers operated 307 outlets with total selling space of more than 1,400 sq m, however, they had the slowest growth rate of 1% in sales of all distribution channels. Discounters registered a growth of 6% in current sales in 2014. They benefited from the fact that Czech consumers increasingly preferred outlets with smaller selling space and

affordable pricing. The most popular discounters are German-owned chains Penny Market and Lidl. Convenience stores witnessed a growth of 3% in current value sales in 2014. They also benefited from growing interest in shopping in smaller outlets located near to houses or workplaces of Czechs. Supermarkets had a growth of 3% in current value sales in 2014 due to smaller selling space preferred by Czech consumers in 2014.

Internet retailing of grocery products emerged in 2012 and it quickly gained popularity among Czech consumers. The first of the leading grocery retailers – Tesco Stores-introduced its e-shop in January 2012. Although Tesco e-shop was established in Prague, it gained popularity across the country very quickly and the company started to expand to further regions in the country. As dynamic growth in internet retailing is one of the more notable trends in retailing, some leading grocery retailers are expected to follow Tesco Stores and establish online shops in the near future. This intention was claimed by Ahold Czech Republic, Kaufland and Billa.

Top retailers and their market share	2010	2011	2012	2013
Tesco Stores	5.6	5.8	6.1	5.9
Kaufland Czech Republic	5.5	5.7	5.8	6.5
Ahold Czech Republic	5.3	5.5	5.5	5.2
Penny Market	3.8	3.8	3.9	4.0
Globus Czech Republic	3.3	3.4	3.4	3.1
Lidl Czech Republic	3.0	3.1	3.1	3.4
Billa	2.9	2.9	3.0	3.0

(Source: Euromonitor)

Foodservice market

With slightly improved purchasing powers, Czech consumers spent more on foodservice in 2014 after a decline in the sector experienced during 2013. The number of foreign tourists continued to increase in 2014 and this helped support consumer foodservice sales. Fast food performed the best, followed by 100% home delivery/takeaway and self-service cafeterias in 2014.

Locations for establishing new foodservice outlets were reaching the point of saturation and the leading consumer foodservice operators started to search for new profitable locations. Operators of specialist coffee shops and fast food outlets were the most active in considering new location options where smaller outlets were suitable. McDonald’s CR introduced the concept of smaller outlets with reduced menus and limited or no seated areas and opened two new smaller units in shopping centers.

The number of chain consumer foodservice outlets continued to increase in 2014, while the number of independent consumer foodservice units declined. Chain outlets also recorded current value growth and an increase in sales. The largest chain operators remained McDonald’s CR, AmRest and Fornetti Bohemia. McDonald’s CR recorded a value sales decline in 2014 due to a strengthening competitive environment.

Foreign visitors comprise an important consumer group for Czech consumer foodservice operators. According to the Czech Statistical Office, seven million foreign tourists arrived in the Czech Republic in 2014, and this helped support sales of consumer foodservice during the year. Czechs love to have a proper hot lunch and nearly three quarters of Czechs had lunch in foodservice outlets in 2014, according to the company Edenred, which issues meal vouchers. Meal vouchers are a popular job benefit and

Czechs spend them mostly at foodservice outlets. Czechs did not give up their lunch breaks, even when some employers were forced to reduce benefits, such as the value of meal vouchers issued. Many companies with fewer than fifty employees cancelled the vouchers completely due to economic pressures. The majority of full-service restaurants and some pubs offer special daily menus at advantageous prices and accept meal vouchers.

U.S. food products (beef, fish, frozen desserts, and wine) are becoming increasingly popular, especially in more upscale restaurants in Prague and other large cities. Demand for high quality coffee is rising and there are several coffee shop chains, including Starbucks that are quite successful in large cities. Some U.S. Cooperators (non-profit U.S. agricultural export-oriented organizations) are active in the Czech Republic. For example, in March 2015, two cooperators held their marketing activities in the Czech Republic: California Wine Institute along with FAS Prague organized a major wine tasting event for hotels, restaurants, importers and media and U.S. Meat Export Federation participated in U.S. beef presentation and tasting at an important gastro event in Prague.

Brand Shares in Chained Consumer Foodservice

Company	Global Brand Owner	2010	2011	2012	2013
McDonald's	McDonald's Corp	38.1	37.6	37.3	36.1
KFC	Yum! Brands Inc	15.9	16.6	16.1	16.5
Paneria	United Bakeries as	1.7	1.7	3.1	3.8
Fornetti	Fornetti Kft	3.3	3.4	3.3	3.4
IKEA	Inter Ikea Systems BV	3.2	3.2	3.2	3.3
Svejk Restaurant	Daos Plus sro	3.5	3.3	3.0	2.9
Viva	OMV Tankstellen AG	3.2	3.0	2.7	2.6
Agip Piazza	ENI SpA	2.9	2.7	2.5	2.4
Potrefena Husa	Molson Coors Brewing Co	-	-	2.3	2.4
Starbucks	Starbucks Corp	1.8	1.9	2.0	2.1
Shell Select	Koninklijke Shell Groep/Royal Dutch Shell Group	2.2	2.1	1.9	1.8
Tchibo	Tchibo GmbH	1.5	1.6	1.6	1.7
Costa Coffee	Whitbread Plc	0.5	1.2	1.4	1.6
Paul	Holder, Groupe	0.6	0.8	1.2	1.4
Burger King	Burger King Worldwide Inc	1.2	1.4	1.3	1.3
McCafé	McDonald's Corp	0.6	0.9	1.2	1.3
Subway	Doctor's Associates Inc	1.3	1.3	1.3	1.3
Pilsner Urquell Original Restaurant	SABMiller Plc	1.3	1.2	1.1	1.1
Fornetti Cafe	Fornetti Kft	1.0	1.1	1.0	1.1
Cross Cafe	Cross Cafe Original sro	0.4	0.7	0.8	0.9
Bageterie Boulevard	Crocodile CR sro	0.4	0.6	0.8	0.8
Starobrno	Heineken NV	0.9	0.9	0.8	0.8
Cafe Coffee Day Emporio	Amalgamated Bean Coffee Trading Co Ltd	-	0.8	0.7	0.7
Fruitissimo Fresh Bar	Advanced Retail New Benefit sro	0.7	0.7	0.7	0.7
Pizza Colosseum	Bakare Gastroservis sro	0.9	0.8	0.7	0.7

Ambiente	Ambiente Restaurants Group	0.8	0.7	0.7	0.7
The Pub	SABMiller Plc	0.7	0.7	0.7	0.7
Coffee & Co	Restaurant System & Management sro	0.8	0.7	0.7	0.6
Coffeeshop Company	Schärf Coffeeshop GmbH	0.6	0.6	0.6	0.6
Mangaloo Fresh Bar	Mangaloo Fresh Bar sro	0.7	0.7	0.6	0.6
Potrefena Husa	InBev NV SA	2.3	2.3	-	-
Café Emporio	Café Emporio sro	0.9	-	-	-
Coffee Heaven	Whitbread Plc	0.7	-	-	-
Others	Others	5.1	5.0	4.4	4.3
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor

Food processing

Food and beverage production is an important branch of the Czech processing industry with its share on GDP around 2.5%. The most important sectors include meat production (almost 23% share on food production), dairy production (18%) and milling and bakery production (15%). Other sectors include fish canning, fruit and vegetable canning, production of oils and fats, and beer production. There are over 8,000 food and 1,100 beverage production plants with a turnover of \$9.5 billion in 2013 (2014 data not available) in the food sector and \$2.3 billion in 2013 in the beverage sector.

In the 1990s foreign retail chains purchased local retailers and created large chains with high market shares, which created a big pressure on domestic food suppliers that were usually small and underfinanced. In order to get local food and beverage products on the shelves into the international chains (Tesco, Ahold, Spar, Lidl etc.), producers had to lower their prices to minimal levels and pay “listing fees” for getting their products into these stores. On the other hand food processors were buying ingredients from Czech farmers, sometimes at a higher price level than in the neighboring countries. Under these conditions it was difficult for many food processors to survive. They replaced high quality ingredients with low quality low cost (for example, U.S. almonds were replaced by cheaper supplies). Another pressure on domestic producers was the necessity for major investments into the equipment and technology in order to meet high hygienic requirements of the EU prior to Czech’s EU accession in 2014. Many food producers left the market. There are not as many foreign investors in the Czech food processing as there are in the retail sector (Phillip Morris, Danone to name a few examples). In the past years the trend has turned toward the vertical integration and strong Czech agribusinesses, Agrofert and Agropol, purchased many meat and dairy plants, in which they heavily invested.

The Ministry of Agriculture supports domestic production by labeling Czech-origin products with a label “Klasa” or “Regional Product”. These brands are well known among Czech consumers. Although domestic ingredients hold the largest share of this market, a significant share of ingredients is imported. About a third comes from Germany, then from Poland and Slovakia. Among imported items are fats and oils, pork, poultry, beef, cheese, chocolate, dried fruit and nuts, and various baking ingredients and mixes. Best prospects for the U.S. suppliers into this sector include cooking oils, baking mixes, dried fruit and nuts (raisins, cranberries, nuts), dehydrated products, and juice concentrates. Food ingredients are usually bought by importers specialized on certain commodities, such as dried fruit and nuts. The importers then deliver imported products to processors. Larger processors have their own

import departments.

Trade Shows and Events

There are several trade shows in the Czech Republic.

Salima, organized by the Brno Fairs and Exhibitions (BVV), used to be the major food show in the Czech Republic. It takes place in Brno, the second largest city, at one of the biggest fairgrounds in the Czech Republic. This show, however, has shrunken in the number of exhibitors and visitors. It is now organized bi-annually. The next one will take place on February 23 – 26, 2016. For more information, please look at <http://www.bvv.cz/en/salima/>

Alimpex is food trade show for professionals from the retail sector only. It is organized by a private company Alimpex once a year in two cities in the Czech Republic (last year: Prague, Brno, this year: Prague, Olomouc). The next trade fair will be held in Prague, April 14-16, 2015 and in Olomouc, April 21-22, 2015. There are almost 200 exhibitors from 8 countries and the fair is visited by 3,500 visitors. Interested parties should contact FAS Prague.

For retail and foodservice there is a trade show Wine and Delicatessen, which will be held in Prague on April 22 - 24, 2015. The middle day of the show is focused on a country. Interested parties should contact FAS Prague.

SECTION IV: BEST HIGH-VALUE PRODUCT PROSPECTS

The following high value products are considered to have good market prospects:

Dried fruits and nuts (almonds, raisins, prunes, pistachios, pecans, peanuts)

Fresh beef

Various mixes and ingredients (e.g. for ice cream, baking ingredients)

Frozen fish fillets

Fresh fish (lobster, scallops)

Frozen juice

Alcoholic beverages (distilled liquor, wine, alcohol mixtures for cocktails)

Pet food

SECTION V: KEY CONTACTS AND FURTHER INFORMATION

American Embassy

Office of Agricultural Affairs

Mr. Russ Nicely, Agricultural Counselor

Ms. Petra Hrdlickova, Agricultural Marketing Specialist

Trziste 15, 118 01 Praha 1, Czech Republic

Tel: +420-257-022-393

Fax: +420-257-022-803

E-mail: russ.nicely@fas.usda.gov, petra.hrdlickova@usda.gov

www.fas.usda.gov

Ministry of Agriculture

Ms. Jitka Gotzova
Director of Food Safety Department
Tesnov 17, 117 01, Praha 1, Czech Republic
Tel: +420-221-812-224
Fax: +420-222-314-117
E-mail: Jitka.gotzova@mze.cz
www.mze.cz

State Veterinary Administration

Dr. Milan Malena
Chief Veterinary Officer
Slezska 7, 120 56 Praha 2, Czech Republic
Tel: +420- 227-010-142
Fax: +420-227-010-191
E-mail: m.malena@svscr.cz
www.svscr.cz

State Agricultural and Food Inspection

Mr. Martin Klanica
Director
Kvetna 16, 603 00 Brno, Czech Republic
Tel: +420-543-540-111
Fax: +420-543-540-202
E-mail: martin.klanica@szpi.gov.cz
www.szpi.cz

Federation of Food and Drinks Industries of the Czech Republic

Mr. Miroslav Koberna
Director of Planning and Strategy
Pocernice 96/272, 108 03 Praha 10, Czech Republic
Tel: +420 296 411 188
koberna@foodnet.cz
www.foodnet.cz

APPENDIX - STATISTICS**TABLE A. KEY TRADE & DEMOGRAPHIC INFORMATION**

Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (%)	\$9.4 Bill/0.6 %
Consumer Food Imports From All Countries (\$Mil)/U.S. Market Share (%)	\$4.6 Bill/0.5%
Edible Fishery Imports From All Countries (\$Mil) / U.S. Market Share (%)	\$188 Mill/4.2%
Total Population (Millions) / Annual Growth Rate (%)	10.5 Mill/0.1%
Urban Population (Millions) Annual Growth Rate (%)	7.98 Mill/0.3%

Number of Major Metropolitan Areas	14 regions
Size of the Middle Class (Millions) / Growth Rate (%)	3.99 Mill
Per Capita Gross Domestic Product (U.S. Dollars)	\$27,400
Unemployment Rate (%)	7.1%
Per Capita Food Expenditures (U.S. Dollars)	\$1,000
Percent of Female Population Employed	80%
Exchange Rate (2014)	US\$1=20.74

Source: Global Trade Atlas and FAS data

TABLE B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS

HTS Number	Item	Czech total import in \$mill.in 2009	Import from the U.S. in \$mill. In 2009	Czech total import in \$mill.in 2013	Import from the U.S. in \$mill. In 2013
0201	Beef, fresh	81	0.1	105	1.7
0303	Fish, frozen, excl. fillets	16.5	1	19	0.8
0304	Fish fillets, chilled or frozen	75	4.9	83	9.2
0802	Nuts	32	11.7	71	23
080620	Grapes, dried	9	2	14	2.7
1005	Corn	29	1.5	59	0.1
1006	Rice	54	0.4	61	0.3
2106	Food preparations, nonspecific.	285	22	329	17
2204	Wine	170	2	215	0.7
2208	Spirits and liqueurs	103	6.8	126	8.0

Source: Czech Statistical Office

Note: The U.S. share on total import does not always reflect real numbers as transshipments through Germany and Netherlands are not included.

TABLE C. TOP SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS

Commodity: Consumer-Oriented			
Annual Series: 2011 - 2013			
Partner Country	2011	2012	2013
	World	4417784231	4394989997
Germany	1127901341	1057052757	1204276345
Poland	592974225	599374860	666266411
Netherlands	572258523	532446719	536519360

Slovakia	378694332	508215291	467392542
Spain	276584900	282349046	311501512
Italy	251869800	231240558	226838670
Belgium	154567061	156819904	178543081
France	186061848	169195967	177491275
Austria	197288628	180974158	169940981
Hungary	117777796	126518603	121236159
Denmark	84943826	96750652	79861716
China	34777275	39143760	41193606
Not Determined Intra EU Trade	490949	34041317	40582557
United Kingdom	38653893	37005941	39971945
Greece	29127664	27211005	28437892
Turkey	32636045	26820959	26781957
United States	21473936	21468003	25651707

Source: Global Trade Atlas

Czech Republic Import Statistics From United States				
Commodity: Consumer-Oriented,				
Annual Series: 2011 - 2013				
Commodity	Description	United States Dollars		
		2011	2012	2013
Consumer-Oriented		21473936	21468003	25651707
08	Edible Fruit & Nuts; Citrus Fruit Or Melon Peel	12308448	11554297	12102520
03	Fish, Crustaceans & Aquatic Invertebrates	4370830	4660003	8112872
13	Lac; Gums, Resins & Other Vegetable Sap & Extract	1678676	1508584	2232796
05	Products Of Animal Origin, Nesoi	1032101	1213186	1013939
12	Oil Seeds Etc.; Misc Grain, Seed, Fruit, Plant Etc	379583	614982	846233
10	Cereals	674249	965052	543205
01	Live Animals	309366	443186	461830
09	Coffee, Tea, Mate & Spices	100377	120592	144378
07	Edible Vegetables & Certain Roots & Tubers	294822	244352	112176
11	Milling Products; Malt; Starch; Inulin; Wht Gluten	198234	77483	52079
06	Live Trees, Plants, Bulbs Etc.; Cut Flowers Etc.	89163	48547	24748
04	Dairy Prods; Birds Eggs; Honey; Ed Animal Pr Nesoi	35966	4422	3503
14	Vegetable Plaiting Materials & Products	2121	13315	1428

	Nesoi			
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Source: Global Trade Atlas