

# EU AGRI-FOOD TRADE A VITAL FACTOR IN THE GLOBAL ECONOMY

**EUROPE IS A KEY PLAYER IN THE GLOBAL FOOD MARKET, OFTEN RELYING ON IMPORTED MATERIALS FROM OTHER REGIONS OF THE WORLD.**

European consumers are able to enjoy coffee or chocolate due to strong trade relations and extensive supply chains. However, the COVID-19 pandemic and war in Ukraine have highlighted the vital need for free, transparent, and resilient food supply chains in the EU and globally.

This is especially important in the current geopolitical landscape, as food insecurity, impacts of climate change and distribution issues pose a significant threat to the global food supply chain.



\* Data for 2024: <https://agriculture.ec.europa.eu/media/news/eu-agri-food-exports-reach-record-levels-eu2354-billion-2024-2025-04-08/en#:~:text=1%20min%20read-EU%20agri%20food%20exports%20reach%20record%20levels%20of%20the%20EU%20AC235.4,report%20describes%20several%20positive%20developments>

\*\* Calculated based on data available at <https://www.fao.org/faostat/en/>

# TRADE IS ESSENTIAL

to ensure EU citizens have access to a wide variety of safe, tasty, and nutritious food. Global food supply chains, especially for products like cinnamon that cannot be grown locally, expand diverse food and drink choices, from spiced desserts to mulled wine.

## > CINNAMON: A GLOBAL TRADE SUCCESS STORY – NOW UNDER PRESSURE?

In 2023, the EU imported 13,300 tonnes of cinnamon from non-EU countries, making it the fifth most imported spice. Vietnam was the main supplier (35%), with the remainder sourced from a range of other producing countries. These trade flows highlight the importance of maintaining diverse and reliable international supply chains.<sup>1</sup>



## > CINNAMON: THE QUIET POWERHOUSE OF EUROPE'S FOOD INDUSTRY



**Think you don't use much cinnamon? Think again.**

Whether whole, crushed or ground, this versatile spice plays a key role in over half of the EU's food industry. Its widespread use makes cinnamon not just a flavour booster but a vital ingredient whose steady import and trade are essential to keeping Europe's food industry thriving!

## > CHALLENGES IN SUPPLY OF CINNAMON TO THE EU

**Whether or not we get to consume our foods in Europe cinnamon is subject to a variety of factors.**

Weather conditions and natural disasters can wipe out harvests. Reliable trade routes, infrastructure, and logistics are crucial to deliver cinnamon to the EU, while declining investment in producing countries reduces yields and limits exports to Europe.



## > SCIENCE-BASED TRADE: WHY MRLS MATTER FOR CINNAMON

Cinnamon farmers depend on plant protection tools to manage pests and secure stable harvests. But strict EU MRL policies, particularly the removal of import tolerances for substances not authorised here, risk blocking safe, high-quality cinnamon from reaching European markets.

**Science-based, proportionate decisions are key to keeping cinnamon flowing.**



## > 100% IMPORTED: EUROPE'S FULL DEPENDENCE ON CINNAMON TRADE

**Europe loves cinnamon, but it doesn't grow a single stick... With zero local production, the EU is 100% reliant on imports to meet demand.**

Cinnamon has become one of the most-used spices in the region, with import volumes and values steadily rising over recent years. This growing demand has put upward pressure on prices and highlighted the spice's importance.



## > LET'S KEEP CINNAMON – AND GLOBAL TRADE – FLOWING

Europe's love for cinnamon depends on reliable imports and science-based decisions. By ensuring farmers have access to effective plant protection tools and maintaining fair, risk-based MRLs, the EU can safeguard the continued supply of this essential spice.. and the thousands of food products it helps flavour!

**Next winter is coming and with it our beloved cookies and mulled wine. Let cinnamon be part of it!**

1. Flavours of 2023: EU spice imports, Eurostat.