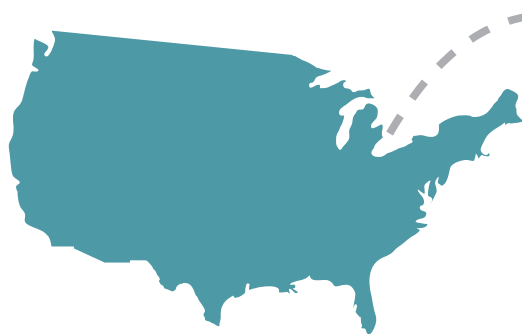


## Floral Fruit and Vegetable Industries:

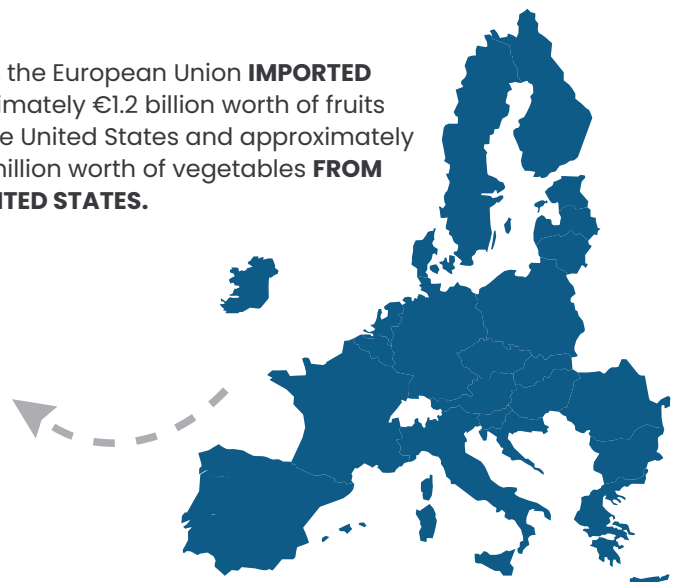
A secure and sustainable food and floral supply – domestic and worldwide – thrives with strong and reliable access to global markets. Targeted use of tariffs can be a tool for addressing challenges or inequities between trading partners. However, the broad application of this blunt tool often disrupts markets, increases costs for consumers, and places unnecessary strain on growers and producers across the supply chain. This is particularly concerning as countries grapple with inflationary pressures, supply chain vulnerabilities, and economic uncertainty. Rather than imposing sweeping tariffs that disrupt trade and limit opportunities, IFPA advocates for swift and meaningful regulatory relief and reform as the most effective way to support and strengthen agriculture. We look forward to working with the Trump administration to advance policies that empower growers, expand market access, and ensure a competitive, resilient agricultural sector that benefits producers and consumers.

**IFPA invites you to participate in industry advocacy efforts to influence trade policies and support measures that benefit the produce and floral industries. The Washington Conference is the premier event that unites all segments of the fresh produce and floral industry to address the most pressing public policy matters with the US Congress and Administration.**



In 2023, the European Union **EXPORTED** approximately €1.8 billion worth of fruits to the United States and approximately €600 million worth of vegetables **TO THE UNITED STATES.**

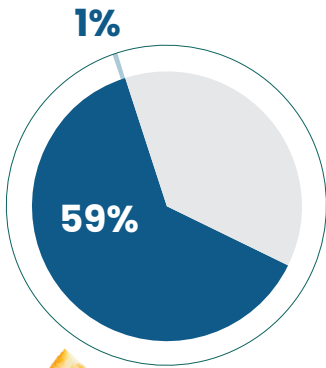
In 2023, the European Union **IMPORTED** approximately €1.2 billion worth of fruits from the United States and approximately €450 million worth of vegetables **FROM THE UNITED STATES.**



([https://ec.europa.eu/eurostat/statistics-explained/index.php?title=USA-EU\\_-\\_international\\_trade\\_in\\_goods\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=USA-EU_-_international_trade_in_goods_statistics))



## Fruit: United States had \$US 2.087B fruit trade surplus with the EU 2023

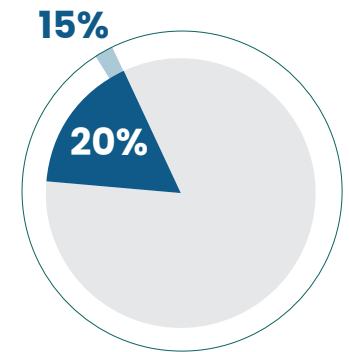


59% of the fresh fruit available to be consumed in the United States is **IMPORTED** (USDA ERS 2023)

1% of the fresh fruit **imported** by the United States is **FROM EUROPEAN UNION** (ITC 2023)

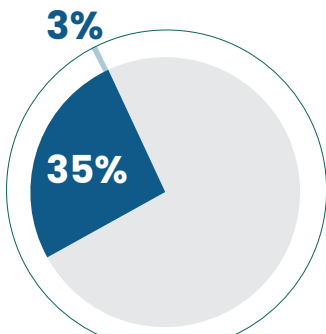
20% of the fresh fruit US utilized production in pounds was **EXPORTED** from the United States (USDA ERS 2023)

15% of the fresh fruit **EXPORTED** by the United States is **TO EUROPEAN UNION** (ITC 2023)



	Utilized US Production 2023	Imported Fruit 2023	Exported Fruit 2023	Available in US (minus shrink & feed) 2023
USD \$	28.8B	24.2B (ITC)	14.9B (ITC)	
Pounds	19.3B	23.4B	3.9B	38.9B

## Vegetables: US had \$US 140 M vegetable trade deficit with the EU 2023

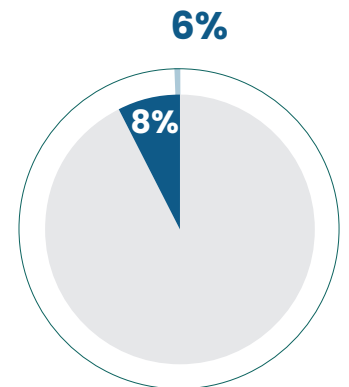


35% of the fresh vegetables available to be consumed in the United States is **IMPORTED** (USDA ERS 2023)

3% of the fresh vegetables **IMPORTED** by the United States are **FROM EUROPEAN UNION** (ITC 2023)

8% of the fresh vegetables utilized production in pounds was **EXPORTED**

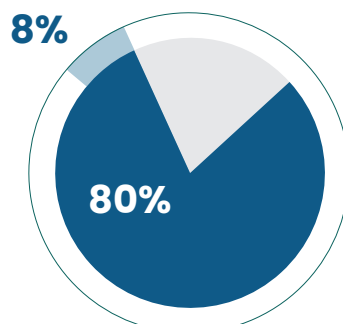
6% of the fresh vegetables **EXPORTED** by the United States are **TO EUROPEAN UNION** (ITC 2023)



	Utilized US Production 2023	Imported Vegetables 2023	Exported Vegetables 2023	Available in US (minus shrink & feed) 2023
USD \$	19.5B	12.3B	2.7B	-
Pounds	40B	17.7B	3B	50.3B



## Floral: United States had \$US 294.89M trade deficit with EU 2023



80% of the cut flowers available to be purchased in the United States are **IMPORTED**

8% of the cut flowers and plants **IMPORTED** by the United States are **FROM EUROPEAN UNION** (ITC 2023)

# VAT Versus Tariff

**VAT (VALUE-ADDED TAX) AND TARIFFS ARE NOT THE SAME**, though they both affect the cost of goods:

- **VAT:** This is a consumption tax added at each stage of production and distribution. It's applied to the value added at each stage, and ultimately paid by the end consumer. VAT is common in many countries, especially in the EU.
- **TARIFF:** This is a tax imposed on imported goods. It's designed to protect domestic industries by making imported goods more expensive. Tariffs are paid by importers and can affect the price of goods in the importing country.

**The US's reciprocal tariffs will affect all EU countries that impose VAT on American exports.**

## A Look at the Numbers

Country	VAT	Fruit Exports to US (US\$ 2023)	Fruit Imports from US (US\$ 2023)	Veg Exports to US (US\$ 2023)	Veg Imports from US (US\$ 2023)	Floral Exports to US (US\$ 2023)	Floral Imports from US (US\$ 2023)
Austria	20%	171K	-	-	191K	-	-
Belgium	21%	-	177.616M	69.324M	13.831M	903K	1.242M
Bulgaria	20%	1.810M	-	-	-	-	-
Croatia	25%	31K	-	-	-	-	-
Cyprus	19%	-	-	-	-	-	-
Czech Republic	21%	16K	7.908M	-	1.494M	-	-
Denmark	25%	-	23.235M	-	538K	477K	-
Estonia	22%	-	-	-	-	-	-
Finland	25.5%	653K	5.237M	-	5K	-	-
France	20%	-	106.064M	30.571M	27.855M	6.577M	730K
Germany	19%	10.861M	554.010M	20.036M	20.847M	1.578M	942K
Greece	24%	51.579M	39.487M	1.564M	5.516M	-	-
Hungary	27%	-	-	11.128M	11.835M	42K	-
Ireland	23%	-	3.000M	-	3.825M	374K	8K
Italy	22%	62.770M	322.083M	31.680M	70.600M	18.503M	1.149M
Latvia	21%	-	-	-	-	-	51K
Lithuania	21%	344K	-	-	-	-	47K
Luxembourg	17%	-	-	-	-	-	-
Malta	18%	-	-	-	-	-	-
Netherlands	21%	-	380.942M	66.319M	89.388M	271.233M	-
Poland	23%	4.576M	45.512M	36.605M	1.742M	1.403M	28K
Portugal	23%	881K	3.666M	2.710M	711K	-	285K
Romania	19%	2.407M	7.096M	172K	-	-	-
Slovakia	23%	-	-	-	-	-	-
Spain	21%	-	526.781M	193.485M	73.716M	-	2.323M
Sweden	25%	-	21.245M	520K	1.715M	612K	-

## A Look at the Numbers

Country	VAT 2025	Share of Fruit Exports to US	Share of Fruit Imports from US	Share of Veg Exports to US 2023	Share of Veg Imports from US 2023	Share of Floral Exports to US 2023	Share of Floral Imports from US 2023
Austria	20%	-		-	-	-	-
Belgium	21%	-	1.2%	.4%	.3%	-	.3%
Bulgaria	20%	-		-	-	-	-
Croatia	25%	-		-	-	-	-
Cyprus	19%	-		-	-	-	-
Czech Republic	21%	-	.1%	-	-	-	-
Denmark	25%	-	.2%	-	-	-	-
Estonia	22%	-		-	-	-	-
Finland	25.5%	-		-	-	-	-
France	20%	-	.7%	.2%	.5%	.2%	.1%
Germany	19%	-	3.7%	-	.4%	-	.2%
Greece	24%	.2%	.3%	-	.1%	-	-
Hungary	27%	-		.1%	.2%	-	-
Ireland	23%	-		-	.1%	-	-
Italy	22%	.3%	2.2%	.2%	1.3%	.5%	.2%
Latvia	21%	-		-	-	-	-
Lithuania	21%	-		-	-	-	-
Luxembourg	17%	-		-	-	-	-
Malta	18%	-		-	-	-	-
Netherlands	21%	-	2.6%	-	1.7%	17%	-
Poland	23%	-	.3%	.2%	-	-	-
Portugal	23%	-		-	-	-	.1%
Romania	19%	-	.1%	-	-	-	-
Slovakia	23%	-		-	-	-	-
Spain	21%	.1%	3.5%	1.3%	1.4%	-	.5%
Sweden	25%	-	.1%	-	-	-	-



## Main Import/Exports by Country

Country	Fruit Exports to US	Fruit Imports from US	Veg Exports to US	Veg Imports from US	Floral Exports to US	Floral Imports from US
Belgium		Citrus Berries Dates	Lettuce	Sweet potato	Bulbs Foliage	Foliage Live plants
Czech Republic		Nuts				
Denmark		Nuts Grapes Prunes				
Finland		Grapes Prunes Nuts				
France		Apples Nuts Grapes Citrus	Onions Mushrooms Asparagus	Beans Peas	Cut flowers Bulbs Foliage	Live plants
Germany	Berries Nuts Citrus	Apples Nuts Prunes Grapes Citrus		Beans Asparagus	Live plants	
Greece	Berries Nuts Figs	Nuts		Lentils		
Hungary			Carrots	Bean Peas		
Ireland		Nuts Grapes Prunes		Sweet potato Asparagus Onion		
Italy	Berries Nuts Citrus	Nuts Prunes	Mushrooms	Lentils Beans	Foliage Cut flowers	Live plants
Netherlands		Nuts Prunes Dates Citrus Grapes Apples	Peppers Eggplant Onions Lettuce	Sweet potato Asparagus Beans Onions Lentils	Bulbs Cut flowers Live Plants	
Poland		Nuts Prunes	Beans	Beans	Live plants	
Portugal		Nuts	Mushrooms			
Romania		Nuts				
Spain		Nuts Cherries Grapes Apples	Onions Cucumbers Lettuce Mushroom Eggplant Cauliflower	Beans Sweet potato		Foliage Live plants
Sweden		Nuts Grapes		Sweet potato		