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MINISTRY OF ECONOMY
AND ENVIRONMENT OF UKRAINE



ORGANIC BERRY AND NUT MARKET STUDY OF UKRAINE 2024-2025

Leveraging organic standards to integrate Ukrainian berries and nuts into global trade and value chains

GOSP
GLOBAL QUALITY AND STANDARDS PROGRAMME

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FOREWORDS



In our vision for the resilient and modern Ukrainian agrifood system the cultivation and wild collection of berries and nuts have emerged as the important priorities. These sectors are not merely components of our agricultural output; they are catalysts for rural development, economic diversification, strengthening of Ukraine's reputation as a reliable supplier and partner on the global stage, as well as a path for sustainability and recovery of Ukraine.

Ukraine is well positioned to play an important role – we are blessed with a combination of success factors, including fertile soils, diverse and favorable climatic zones, and a wide assortment of berries. Beyond these natural advantages, our greatest asset is our people. Ukraine possesses a highly qualified and motivated workforce capable of managing the complexities of the modern and dynamic berry and nut sector.

In today's global marketplace, quality is defined not just by the product itself, but by the standards under which it is grown, collected, processed, labelled. Organic certification unlocks access to premium global markets and facilitates the integration of the Ukrainian berry and nut products into international supply chains. By adopting organic production principles, our producers are not only implementing global best practices and improving production quality but are also ensuring the long-term environmental sustainability of our land.

The horizon for Ukrainian exporters is bright and very promising. Ukraine is a reliable supplier for importers and long-term partner for other stakeholders in different countries. There is a growing demand for berries and nuts in the world. Ukraine has a significant potential and opportunities to keep and extend its presence on the international stage.

However, realizing this potential requires a unified approach. The key success factors for our Ukrainian berries and nuts is in the fruitful cooperation between the state and the private sectors with joint objectives to expand the area under berry and nut cultivation, ensure compliance with international safety and quality standards (including organic certification), and focus continuously on value addition. Furthermore, we all are committed to supporting the visibility of Ukraine as a strong agrifood exporting country and consistent presence of Ukrainian exporters at major global trade platforms, including the leading international trade fairs, ensuring that the "Made in Ukraine" is synonymous with high quality, reliability and long-term partnership.

I am confident that through our collective efforts, the berry and nut sector will continue to succeed, contributing significantly to Ukraine's economic recovery and resilience.

Sincerely yours,
Taras Vysotskyy,
Minister of Agrarian Policy
and Food of Ukraine



The global organic market is increasingly defined not only by production volumes, but also by suppliers' ability to guarantee product quality, transparency of origin, and reliability of partnerships. In this context, Ukraine continues to strengthen its position, while the organic berries and nuts sector stands out as one of the most illustrative examples of this transformation.

Today, Ukrainian organic berry products are represented in the markets of 18 countries, while total exports in 2025 exceeded 15.4 thousand tonnes, amounting to nearly EUR 40 million. Ukraine remains one of the key suppliers of organic berries and walnuts to the European Union, and in certain categories — particularly organic blueberries, raspberries, and walnuts — accounts for a significant share of European Union imports. This demonstrates the competitiveness of domestic producers and their ability to operate in line with high international standards.

It is especially important that these positions are not only being maintained, but further strengthened amid the full-scale war. Ukrainian businesses continue to ensure uninterrupted supplies, invest in certification, processing, and the development of export channels. Such resilience demonstrates not only the sector's adaptability, but also its structural maturity and readiness to become an integral part of global value chains. At the same time, the industry's potential remains far greater than its current level of realization.

Facilitating the access of domestic businesses to international markets, developing direct business connections, providing analytical support to exporters, and promoting Ukrainian products abroad are the tools through which export support becomes practical and tangible for businesses. The Entrepreneurship and Export Promotion Office, together with its partners, is part of this effort.

Andriy Talama,
Director of the State Institution
"Entrepreneurship and Export Promotion Office"





INTRODUCTION

Ukraine's organic berry and nut sector has emerged as one of the most dynamic and strategically significant segments of the country's agri-food export landscape. Against the backdrop of the ongoing full-scale war, Ukrainian producers have demonstrated remarkable resilience — maintaining uninterrupted supplies, investing in certification and processing infrastructure, and deepening their integration into European organic supply chains.

Organic standards are beneficial for Ukrainian berry and nut exporters because they help turn Ukraine's agricultural strengths – large-scale farming, fertile soils, available resources – into products that can compete in higher-value international markets. Among the key benefits are **access to premium markets** (organic certification is often required to sell products as organic in markets with high consumer purchase power (e.g. EU, Switzerland, USA, etc.), therefore organic certification opens market doors that conventional products may not have); **higher potential prices** (organic products can command a price premium, helping exporters compensate for the additional costs of organic production and certification); **stronger competitiveness** (Ukrainian exporters compete with producers from many countries and compliance with recognized organic standards provides an internationally understood recognition of quality, traceability, and environmentally responsible production); **consumer trust** (organic certification provides independent verification that production meets defined requirements, what is valuable for consumers who are increasingly concerned about pesticides, environmental impacts and sustainable farming), **diversification of exports** (instead of relying mainly on bulk commodities such as conventional crop products, exporters can develop higher-value



organic berry and nut products), **environmental and long-term benefits** (organic standards encourage best production practices such as maintaining soil fertility, limiting synthetic inputs, and protecting biodiversity, which support the long-term productivity and resilience of Ukrainian agriculture, **reputation of Ukrainian agriculture** (consistent compliance with international organic standards can strengthen Ukraine's reputation as a reliable supplier of high-quality agricultural products).

This publication presents the findings of the Organic Berry and Nut Market Study of Ukraine for 2024–2025, conducted by the Organic Standard certification body in partnership with the State Institution "Entrepreneurship and Export Promotion Office" (EEPO, Ukraine), with the support of Switzerland within the framework of the Global Quality and Standards Programme (GQSP Ukraine) implemented by the United Nations Industrial Development Organization (UNIDO).

The study focuses on two product groups that are of particular strategic importance for Ukraine's organic export sector: berries (both cultivated and wild-collected) and nuts (primarily walnuts). These sectors are not only among the largest contributors to Ukraine's organic export revenues, but also represent categories where Ukraine holds a structurally dominant position in the European Union's import market — particularly for organic bilberry, raspberry, blackberry, and walnut.

The European Union is the primary destination market for Ukrainian organic berries and nuts, and growing demand for certified organic produce across EU member states creates significant opportunities for Ukrainian exporters. At the same time, realizing this potential requires a systematic approach: compliance with international quality and safety standards, investment in value-added processing, diversification of product formats, and consistent engagement with European trade partners.

The primary objective of this study is to provide Ukrainian producers, exporters, industry associations, and policymakers with up-to-date, evidence-based market intelligence to support strategic decision-making. The publication presents data on export volumes and revenues, geographic distribution of trade flows, product specifications, production area dynamics, and examples of new organic berry and nut products appearing on European retail shelves.

Another target groups for this study are foreign importers and international partners, so that they can see reliable data on exported organic berries and nuts from Ukraine.

It is important to note that the data presented in this study reflects conditions specific to 2024–2025, a period characterized by unfavourable weather conditions that reduced yields and constrained the availability of raw materials — particularly for wild-collected berries. These supply-side pressures led to a decrease in export volumes in physical terms, while simultaneously driving price increases and revenue growth. The data should therefore be interpreted within this broader context.

The findings and recommendations contained in this publication are intended to support Ukrainian exporters in strengthening their market positions, identifying new opportunities for value addition, and contributing to the long-term resilience and competitiveness of Ukraine's organic agrifood sector.





EXECUTIVE SUMMARY

The 2025 data confirms Ukraine's firmly established position as a key organic supplier to the European market across both the berry and nut segments. While total organic berry export volumes contracted modestly from 17.6 to 15.4 thousand tons – primarily due to unfavourable weather conditions reducing raw material availability – export revenues grew significantly from 32.2 to 39.8 million euros, reflecting price increases driven by constrained supply. Wild-collected species, led by bilberry and elderberry, remained the dominant export category, while cultivated berries – particularly raspberry – demonstrated strong value growth despite volume contraction.

The organic walnut segment was the standout performer in 2025, with export volumes nearly doubling to 4.91 thousand tons and revenues reaching 16.6 million euros – making walnuts the primary driver of total export revenue growth across the combined berries and nuts portfolio. Ukraine's structural dominance in EU organic walnut imports, where it consistently accounts for the majority of third-country supply, further underlines the strategic importance of maintaining certification integrity and supply continuity. Across all categories, Central and Western European markets – above all Poland, the Czech Republic, Germany, Italy, and the Netherlands – remain the core destination markets, with Ukraine's organic export ecosystem continuing to deepen its integration into European supply chains.





METHODOLOGY

This study is based on a combination of primary data collection and desk research, drawing on official trade statistics, certification records, and market monitoring sources.

Scope of the study. The study covers organic berries and nuts exported from Ukraine during 2024 and 2025, including both cultivated and wild-collected species. For berries, the analysis encompasses all product specifications — fresh, frozen, dried, freeze-dried, pureed, and concentrated forms. For nuts, the primary focus is on organic walnuts, which represent the dominant export category, with supplementary data on hazelnut and almond certified areas.

Export data. The core export dataset was compiled by the Organic Standard certification body on the basis of organic certificates issued in accordance with EU organic regulation requirements. This dataset covers the universe of certified organic berry and nut exports from Ukraine and includes information on export volumes (kg), export values (EUR), product specifications, destination countries, and the number of exporting and importing operators. Data is presented for the full calendar years 2024 and 2025, enabling year-on-year comparison.

EU import market data. Data on EU imports of organic products from third countries was sourced from the European Commission's official analytical reporting on organic imports, including the European Commission Analytical Brief No. 7 (2024) and Analytical Brief No. 16 (2025). These sources provide aggregated import volumes by product category and country of origin for the period 2021–2025, enabling an assessment of Ukraine's competitive positioning within the EU organic berry and walnut import markets.

Production data. Information on certified organic production areas and the number of certified operators in Ukraine was drawn from the Organic Standard certification body's internal registry, covering the reference years 2024 and 2025. This data reflects the area under organic certification for individual berry and nut species, as well as the number of certified producers and exporters.

New product monitoring. Examples of new organic berry and nut products appearing on European retail shelves in 2025–2026 were sourced from Mintel GNPD (Global New Products Database) and other market monitoring platforms. These examples are presented to illustrate current consumer trends, product innovation directions, and positioning strategies in key EU markets, providing practical reference points for Ukrainian exporters considering value-added product development.

Disclaimer. Due to the martial law in force in Ukraine, access to certain official statistical data remains restricted in accordance with applicable Ukrainian legislation. Where official state statistics are unavailable or incomplete, data from the Organic Standard certification body and expert assessments have been used. All monetary values are expressed in euros (EUR). Volume data is expressed in kilograms (kg) or tonnes (t) as indicated. The content of this publication reflects the state of available data at the time of preparation and is subject to revision as additional information becomes available.





OVERALL DYNAMICS OF ORGANIC EU MARKET

According to the official annual report of the European Commission on imports of organic products into the EU, the volume of organic agri-food imports increased from 2.48 million tonnes in 2023 to 2.64 million tonnes in 2024 (+6.4%). This growth reflects a recovery in demand following two years of decline caused by a sharp increase in food prices.

The increase can mainly be attributed to higher imports in several key categories, including organic fruits and vegetables, nuts, rice, oilseeds, and oilcakes. On the other hand, a decline was observed in imports of organic olive oil, coffee, cocoa beans, maize, and soybeans.

The growth in the fruit and vegetable category is primarily driven by increased imports of bananas and tomato products, which, unfortunately, are not related to Ukraine's share of imports. However, an increase in demand for organic berries can also be observed.

Table 1. EU Imports from Third Countries, tonnes

Category	2023, t	2024, t	2025, t
Fruits and nuts	950 000	1 019 000	1 093 000
Processed products / semi-processed products of fruits, nuts and vegetables	121 000	131 000	152 000

Source: European Commission Analytical Brief No. 7 (2024), European Commission Analytical Brief No. 16 (2025)





UKRAINIAN ORGANIC BERRY MARKET

Ukraine's position in the EU organic berry import market

The European Union represents the primary destination market for Ukrainian organic berries, and Ukraine has established itself as one of the key supplier countries in several berry categories. Data on EU organic berry imports from third countries for the period 2021–2024 illustrates both the scale of this trade and Ukraine's competitive positioning within it.

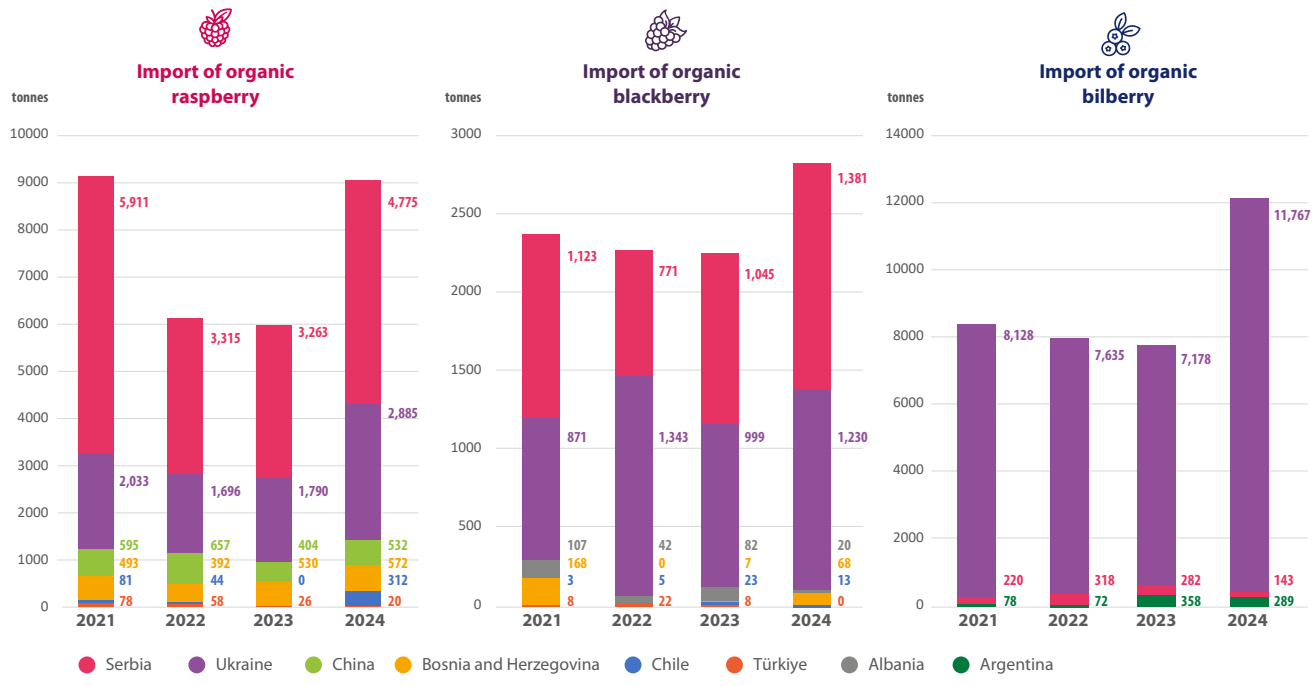
In the raspberry segment, Ukraine is the dominant supplier to the EU market among third countries. Ukrainian organic raspberry exports to the EU reached 2.03 thousand tons in 2021, declined to 1.70 thousand tons in 2022–2023, and partially recovered to 1.79 thousand tons in 2024. Serbia is the only competing supplier that systematically exceeds Ukraine in total raspberry volumes, with shipments of 5,91 thousand tons in 2021 declining to 4.78 thousand tons in 2024. All other origins – China, Bosnia and Herzegovina, Chile, Türkiye, Albania, and Argentina – remain marginal in this category. Total EU organic raspberry imports from third countries contracted from 9.09 thousand tons in 2021 to 4.78 thousand tons in 2024, a trend that underscores the growing importance of Ukrainian supply in sustaining EU market availability.

In the organic blackberry segment, Ukraine has emerged as the leading supplier, with deliveries growing from 871 tons in 2021 to 1.23 thousand tons in 2024, while total EU imports in this category rose sharply from 2.23 thousand tons to 2.68 thousand tons over the same period. Serbia also supplies significant volumes (1.12 – 1.38 thousand tons annually), while other origins remain negligible.

The bilberry segment presents a particularly compelling picture of Ukraine's strategic importance. EU organic bilberry imports from third countries grew from 8.43 thousand tons in 2021 to 12.44 thousand tons in 2024 – an increase of nearly 48% over four years. Ukraine is the dominant supplier in this category, accounting for 7.64 – 11.77 thousand tons annually. No other third country comes close: the next suppliers (Serbia, Argentina, and others) contribute only marginal volumes. This positions Ukraine as essentially the sole external source of organic bilberry for the EU market, making supply continuity and certification integrity from Ukrainian producers a matter of structural importance for EU importers and processors.

Taken together, these trends confirm that Ukrainian organic berry producers occupy a critical and growing role in the European organic supply chain.

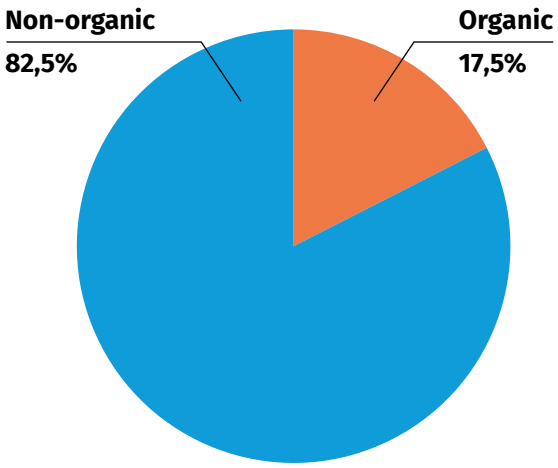
Figure 1. Import of organic berries to the EU from third countries



Overview of the organic berry export market from Ukraine, 2025

Ukrainian organic berry exports in 2025 involved 55 domestic exporting companies supplying 73 importing companies across 18 countries, covering a total assortment of 31 organic berry products representing 16 berry species.

Figure 2. Shares of organic and non-organic berries exports, 2025



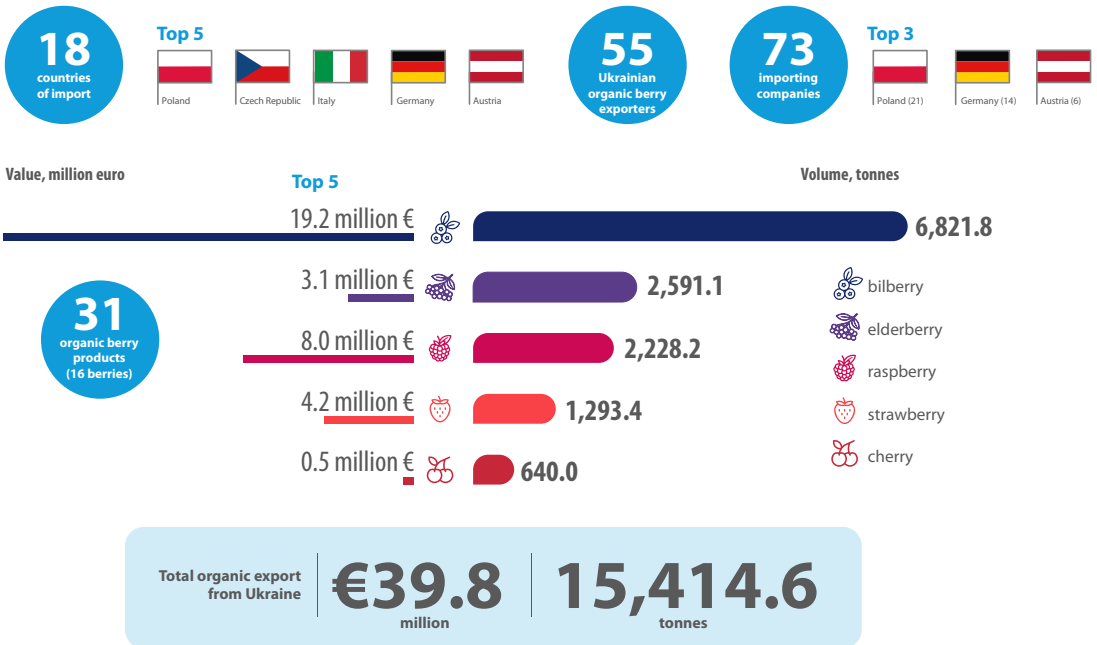
Total export volume reached 15.41 thousand tons worth 39.8 million euros. The top five destination countries by volume were Poland, the Czech Republic, Italy, Germany, and Austria.

Table 2. Import countries (volume) of organic berries from Ukraine in 2025

import country	export volume, kg	export value, euro
Poland	4 427 284	9 131 277
Czech Republic	3 162 360	4 708 281
Italy	2 301 226	7 642 130
Germany	2 008 425	7 888 161
Austria	1 301 896	3 054 252
Netherlands	465 820	1 919 311
Belgium	445 680	1 379 032
Bulgaria	351 060	1 325 974
France	259 030	409 515
Latvia	243 500	639 323
Lithuania	157 600	470 692
Serbia	142 052	598 142
Switzerland	111 400	449 932
Sweden	21 000	52 500
Albania	7 700	50 743
Croatia	6 000	15 900
Slovakia	1 926	67 430
United Kingdom	600	3 660
Total	**15 414 559**	**39 806 256**

Among the top three importing countries by volume, Poland led with 21 importing companies, followed by Germany (14 company) and Austria (6 companies), reflecting differences in market consolidation between these destinations.

Figure 3. Overview of the organic berry export market from Ukraine, 2025



The five leading berry categories by export volume were bilberry (6.82 thousand tons, 19.2 million euros), elderberry (2.59 thousand tons, 3.1 million euros), raspberry (2.23 thousand tons, 8.0 million euros), strawberry (1.29 thousand tons, 4.2 million euros), and cherry (640 tons, 0.5 million euros). This ranking highlights the dominant role of wild-collected berries – bilberry and elderberry together accounted for over 60% of total export volume – while raspberry and strawberry, despite lower volumes, generated disproportionately high export value, particularly raspberry, whose 8.0 million euros revenue from 2.23 thousand tons places it among the highest value-per-ton categories in the entire export portfolio.

Total export volume of organic berries from Ukraine 2024-2025

In 2025 the total volume of organic berries exports from Ukraine amounted to 15.4 thousand tons, which is just slightly lower than in 2024 (17.6 thousand tons). At the same time, export revenues increased, reaching €39.8 million, compared to €32.2 million in 2024.

In 2025 berry exports from Ukraine took place under unfavorable weather conditions, which led to lower yields and limited supply of raw materials. This directly affected the reduction in physical export volumes of both wild and cultivated berries, while the cost of berries increased due to higher demand.

Wild berries remained the largest export category in 2025, but their physical deliveries fell to 11.79 thousand tons (compared to 13.35 thousand tons in 2024).

Despite this, the value of exports increased to €27.12 million, indicating a rise in prices. Exports of cultivated berries in 2025 also decreased in real terms to 3.63 thousand tons, but their export value increased to €12.68 million.

Table 3. Ukrainian Organic Berry Export 2024-2025

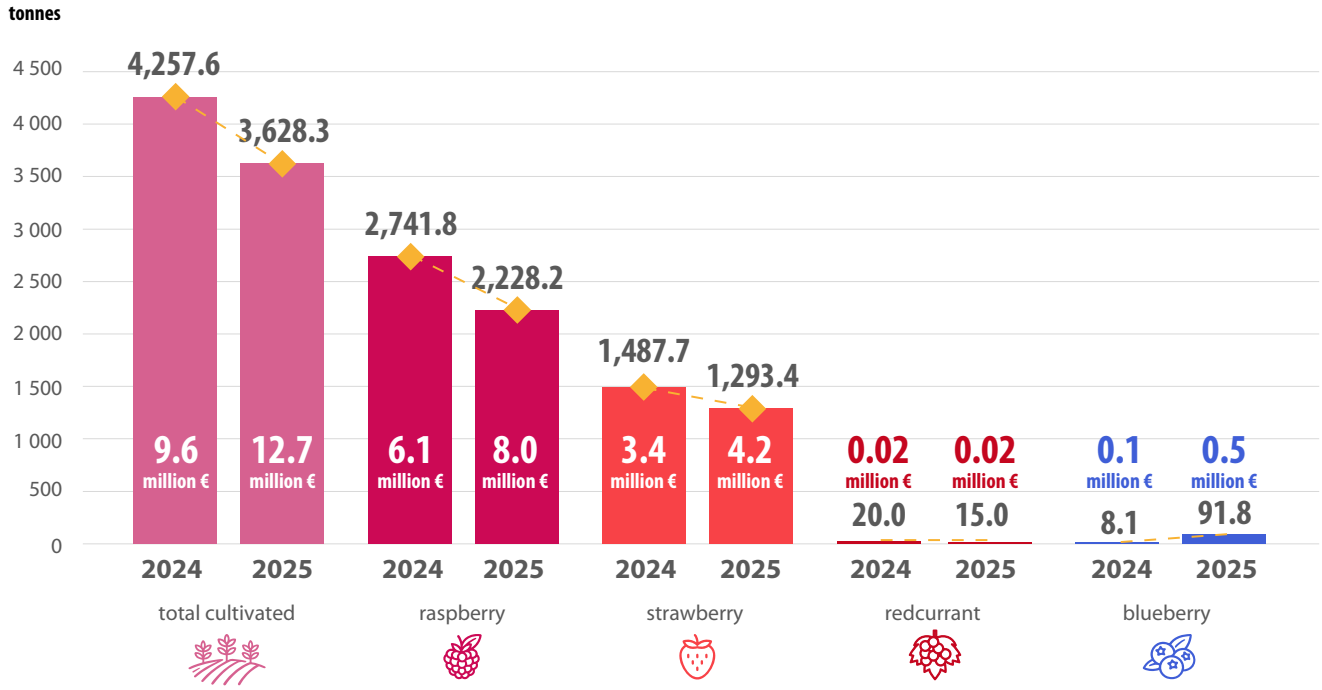
Total (berries)	2024		2025	
	Volume, kg	**Value, euro**	**Volume, kg**	**Value, euro**
	17 603 108	**32 245 004**	**15 414 558**	**39 806 256**
berries, wild collected	13 345 504	22 601 403	11 786 227	27 124 970
berries, cultivated	4 257 604	9 643 601	3 628 331	12 681 286

Export of organic cultivated berries from Ukraine in 2024-2025

In 2025, exports of cultivated berries from Ukraine amounted to 3.6 thousand tons for a total of 12.7 million euros while in 2024 the same market amounted 4.26 thousand tons for a total of 9.64 million euros.

The largest export volumes traditionally took raspberries. Raspberries accounted for the largest share in both physical volumes and currency revenues in the cultivated berry segment. Its deliveries reached 2.23 thousand tons in 2025 compared to 2.74 thousand tons in 2024. Though the volume remains at the pretty same level, the total export value increased significantly – from 6,10 million euros in 2024 to 8 million euros in 2025.

Figure 4. Export of organic cultivated berries from Ukraine in 2024-2025



The second position in terms of volume was taken by strawberries – 1.29 thousand tons, which corresponded to a value of 4.2 million euros in 2025 and 1.49 thousand tons with a value of 3.4 million euros in 2024. Together, raspberries and strawberries accounted for the majority of cultivated berry exports from Ukraine in both 2024 and 2025.

Other types of cultivated berries were exported in insignificant volumes. In particular, exports of red currants amounted to 15 tons worth about 21 thousand euros, blueberries – 91.78 tons with an export value of 451 thousand euros, and blackberries – only 25 kg worth 618 euros, which indicates their niche and episodic nature in the export structure.

A more detailed look at the product specifications of 2025 exports shows that products with a certain level of processing prevail, primarily frozen berries.

Figure 5. Specifications of organic cultivated berries export from Ukraine in 2025

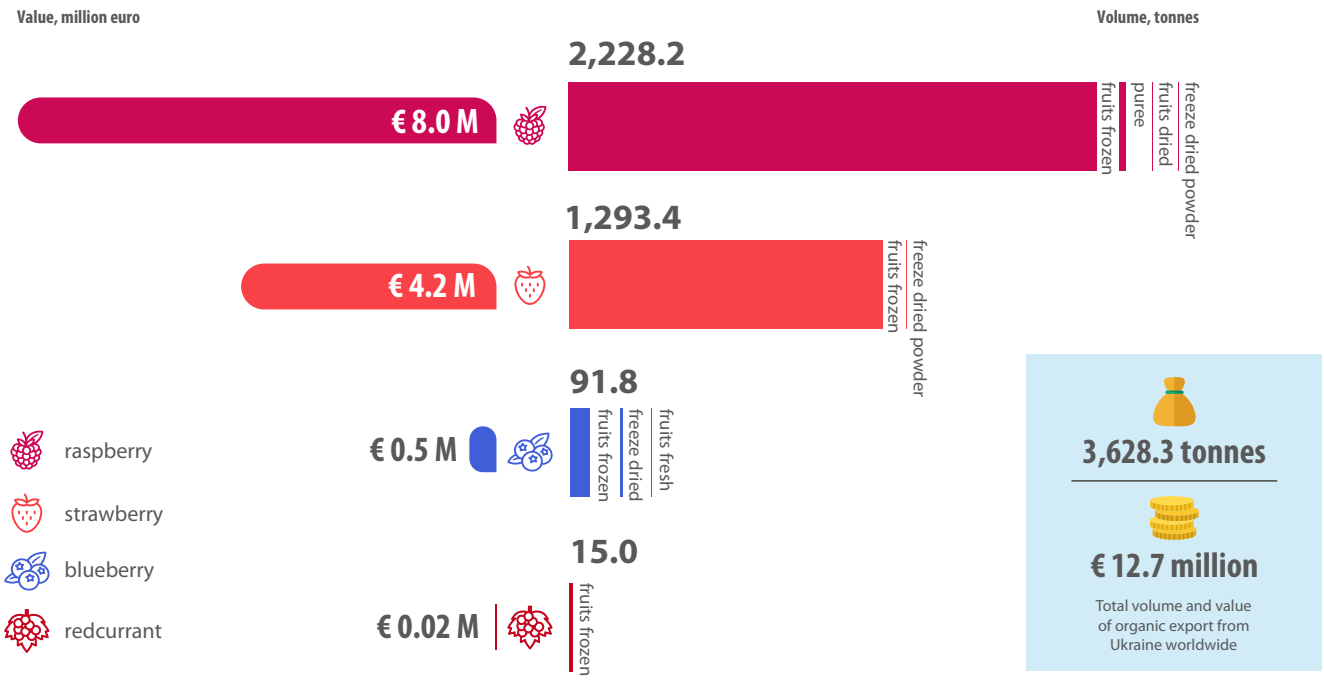


Table 4. Export of organic cultivated berries from Ukraine in 2025 (detailed specified table)

Specification of organic product	Export volume, kg	Value, euro
raspberry fruits frozen	2 196 330	7 775 147
raspberry puree	29 440	138 148
raspberry fruits dried	2 209	43 079
raspberry freeze dried powder	200	8 400
raspberry subtotal	**2 228 179**	**7 964 774**
strawberry fruits frozen	1 291 894	4 195 047
strawberry freeze dried powder	1 500	52 500
strawberry subtotal	**1 293 394**	**4 247 547**
blueberry fruits frozen	81 920	71 584
blueberry freeze dried	9 440	313 296
blueberry fruits fresh	418	66 109
blueberry subtotal	**91 778**	**450 989**
redcurrant fruits frozen	14 980	17 976
redcurrant subtotal	**14 980**	**17 976**
Total	**3 628 331**	**12 681 286**

The largest share of raspberry exports consists of frozen berries, amounting to 2.2 thousand tons worth 7.8 million euros.

On the other hand, products with a higher level of processing, in particular raspberry fruits dried and freeze-dried raspberry powder, were exported in insignificant volumes – a total of just over 2.4 tons – but provided additional export revenue (almost 51 thousand euros), reflecting their significantly higher cost per unit of product. Total raspberry exports amounted to 2.23 thousand tons worth 7.96 million euros.

Strawberry exports were also concentrated mainly in the frozen product segment. Deliveries of frozen strawberries amounted to 1.29 thousand tons worth 4.19 million euros. In addition, freeze-dried strawberry powder was also exported (1 500 kg, 52.5 thousand euros). Total strawberry exports amounted to 1.29 thousand tons with a total value of 4.25 million euros.

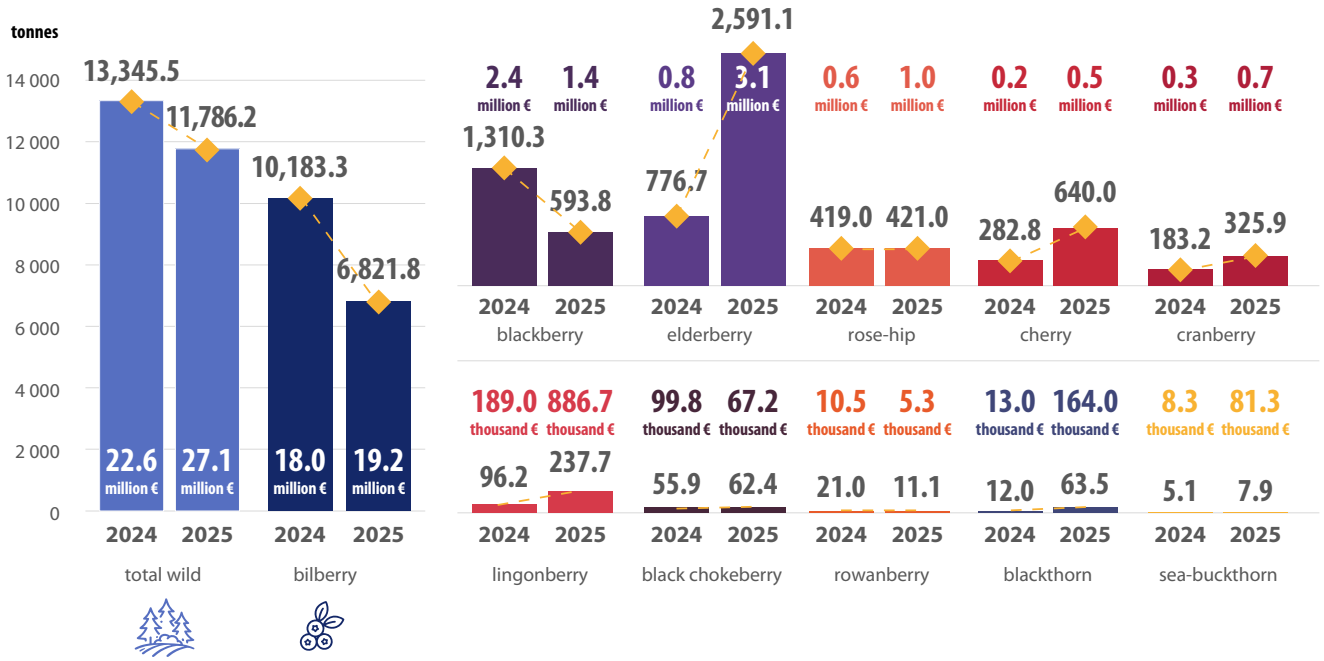
Blueberry exports included three types of berries: frozen (81.92 tons, 71.59 thousand euros), freeze-dried (9.44 tons, 313.3 thousand euros) and fresh (418 tons, 66.1 thousand euros). The total volume of blueberry exports in 2025 amounted to 91.8 tons worth 450 989 euros, indicating that this segment is oriented towards products with higher added value.

Red currants were exported exclusively in the form of frozen fruits – 15 tons worth 17 976 euros, which indicates the limited, niche nature of this segment.

Export of organic wild berries from Ukraine in 2024-2025

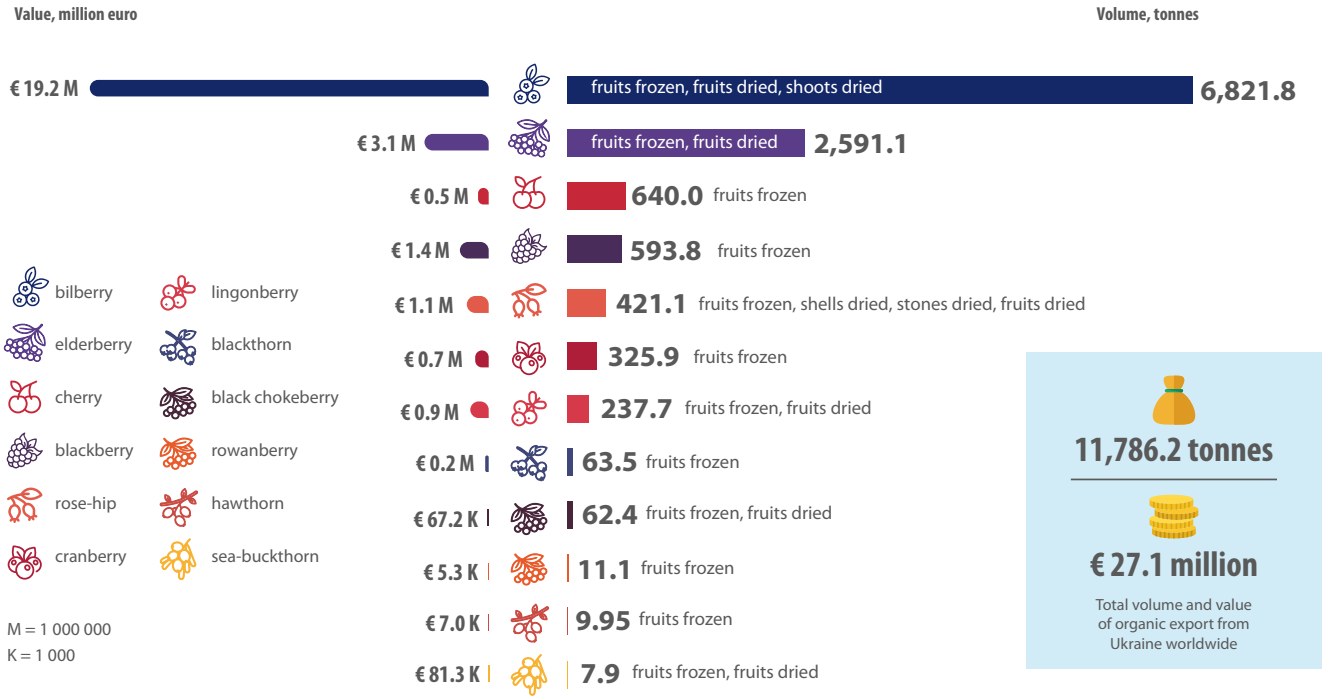
In 2024, exports of wild berries from Ukraine amounted to 13.3 thousand tons for a total of 22.6 million euros while in 2025 the volume decreased to 11.79 thousand tons while value increased to 27.1 million euros.

Figure 6. Export of organic wild berries from Ukraine in 2024-2025



Bilberry was the dominant wild berry in Ukrainian organic exports in 2025. Frozen bilberry fruits accounted for the vast majority of exports – 6.78 thousand tons worth 19.05 million euros. Dried bilberry fruits and dried bilberry shoots were exported in much smaller volumes (35,8 tons and 1.9 tons respectively), but contributed additional revenue of 92.6 thousand and 67.4 thousand euros. Total bilberry exports amounted to 6.82 thousand tons worth 19.21 million euros, making it by far the largest segment among wild berries.

Figure 7. Specifications of organic wild berries export from Ukraine in 2025



Elderberry ranked second in terms of export volume. Frozen elderberry fruits accounted for 2.55 thousand tons worth 2.82 million euros, while dried elderberry fruits, though exported in a significantly smaller volume (38.2 tons), yielded a disproportionately higher value of 269.6 thousand euros, reflecting the premium pricing of dried products. Total elderberry exports amounted to 2.59 thousand tons worth 3.09 million euros.

Wild cherry was exported exclusively in frozen form, with a volume of 640 tons worth 517.8 thousand euros, indicating a narrowly specialized, single-format segment.

Blackberry exports consisted entirely of frozen fruits – 593.8 tons worth 1.39 million euros – placing this berry among the mid-tier segments by both volume and value.

Rose-hip exports demonstrated notable product diversity. Frozen rose-hip fruits (278.9 tons, 448.4 thousand euros) represented the largest share by volume, while dried fruit shells (74.2 tons, 426.6 thousand euros) and dried fruit stones (45 tons, 143.9 thousand euros) contributed substantially to overall value. Dried rose-hip fruits were also exported in smaller quantities (23 tons, 35.7 thousand euros). Total rose-hip exports amounted to 421.1 tons worth 1.05 million euros, reflecting a well-developed processing and product differentiation structure within this segment.

Cranberry was exported exclusively as frozen fruits – 325.9 tons worth 653.8 thousand euros – representing a stable mid-scale segment with no processing differentiation.

Lingonberry exports combined frozen fruits (236.9 tons, 868.3 thousand euros) with a minor volume of dried fruits (735 kg, 18.4 thousand euros). Total lingonberry exports amounted to 237.7 tons worth 886.7 thousand euros. Notably, the relatively high unit value of frozen lingonberries places this segment above several larger-volume competitors in terms of value-to-weight ratio.

Blackthorn, black chokeberry, rowanberry, hawthorn, and sea-buckthorn represent the smallest segments in wild berry exports. Blackthorn was exported exclusively frozen (63.5 tons, 164 thousand euros). Black chokeberry combined frozen (52.6 tons, 62.5 thousand euros) and dried (9.8 tons, 4.7 thousand euros) forms, totalling 62.4 tons worth 67.2 thousand euros. Rowanberry (11.1 tons, 5.3 thousand euros) and hawthorn (10 tons, 7 thousand euros) were each exported in frozen form only, in modest niche volumes. Sea-buckthorn was exported primarily in dried form (6.3 tons, 80.4 thousand euros), with a negligible frozen volume (1.6 tons, 947 euros), totalling 7.9 tons worth 81.3 thousand euros – a small but relatively high-value segment given the prominence of the dried fraction.

Total exports of organic wild berries in 2025 amounted to 11.79 thousand tons worth 27.12 million euros.

Table 5. Export of organic wild berries from UA 2025 (detailed specified table)

Specification of organic product	export volume, kg	value, euro
bilberry fruits frozen	6 784 074	19 047 595
bilberry fruits dried	35 765	92 619
bilberry shoots dried	1 926	67 430
bilberry subtotal	**6 821 765**	**19 207 645**
elderberry frozen	2 552 905	2 818 702
elderberry fruits dried	38 200	269 588
elderberry subtotal	**2 591 105**	**3 088 290**

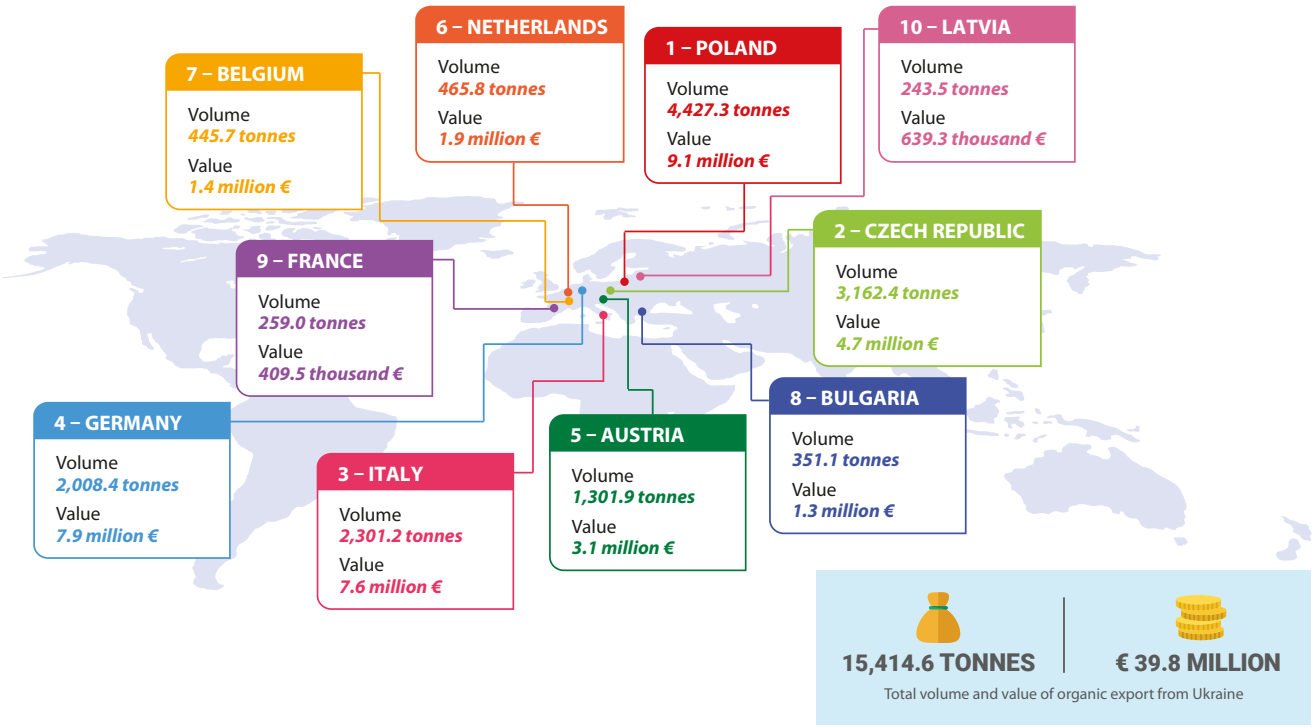
wild cherry fruits frozen	640 012	517 758
cherry subtotal	**640 012**	**517 758**
blackberry fruits frozen	593 804	1 391 479
blackberry subtotal	**593 804**	**1 391 479**
rose-hip fruits frozen	278 900	448 388
rose-hip, fruit`s shells dried	74 200	426 625
rose-hip, fruit`s stones dried	45 000	143 850
rose-hip fruits dried	23 000	35 660
rose-hip subtotal	**421 100**	**1 054 523**
cranberry fruits frozen	325 935	653 776
cranberry subtotal	**325 935**	**653 776**
lingonberry fruits frozen	236 915	868 289
lingonberry fruits dried	735	18 375
lingonberry subtotal	**237 650**	**886 664**
blackthorn fruits frozen	63 500	164 025
blackthorn subtotal	**63 500**	**164 025**
black chokeberry frozen	52 628	62 521
black chokeberry dried	9 765	4 711
black chokeberry subtotal	**62 393**	**67 232**
rowanberry fruits frozen	11 125	5 293
rowanberry subtotal	**11 125**	**5 293**
hawthorn fruits frozen	9 950	6 965
hawthorn subtotal	**9 950**	**6 965**
sea-buckthorn fruits dried	6 310	80 375
sea-buckthorn frozen	1 578	947
sea-buckthorn subtotal	**7 888**	**81 322**
Total	**11 786 227**	**27 124 970**

Geography of Ukrainian organic berry exports in 2025

In 2025, Ukrainian organic berries were exported to 18 countries, with total export volume reaching 15.41 thousand tons worth 39.81 million euros. The geographic distribution of exports was heavily concentrated among EU member states, which collectively absorbed the majority of both volume and value.

Poland ranked first among importing countries by volume, receiving 4.43 thousand tons worth 9.13 million euros – accounting for approximately 28.7% of total export volume. The Czech Republic ranked second with 3.16 thousand tons worth 4.71 million euros (20.5% of total volume). Together, these two Central European countries absorbed nearly half of all Ukrainian organic berry exports by volume.

Figure 8. Top 10 import countries of organic berries from Ukraine, 2025



Italy and Germany occupied third and fourth place respectively, with comparable volumes- 2.30 thousand tons (7.64 million euros) and 2,01 thousand tons (7.89 million euros) – but notably different unit values. Germany's higher value-to-volume ratio suggests a more premium product mix or higher processing level in deliveries to this market. Austria rounded out the top five with 1.30 thousand tons worth 3.05 million euros.

The remaining top-10 countries – Netherlands (465.8 tons, 1.92 million euros), Belgium (445.7 tons, 1.38 million euros), Bulgaria (351.1 tons, 1.33 million euros), France (259 tons, 409.5 thousand euros), and Latvia (243.5 tons, 639.3 thousand euros) – each received comparatively modest volumes, though their cumulative contribution was significant.

Beyond the top 10, Lithuania (157.6 tons, 470.7 thousand euros), Serbia (142.1 tons, 598.1 thousand euros), and Switzerland (111.4 tons, 449.9 thousand euros) formed a secondary tier of importing countries. Sweden, Albania, Croatia, Slovakia, and the United Kingdom each received marginal volumes, with the UK receiving the smallest shipment of just 600 kg worth 3.66 thousand euros.

The geographic structure of exports reflects Ukraine's strong integration into Central and Eastern European organic supply chains, with Poland and the Czech Republic serving as the primary gateway markets, and Germany and Italy representing the highest-value destinations among the top importers.

Exports of organic cultivated berries in 2025 were directed to 10 countries, with a total volume of 3.63 thousand tons worth 12.68 million euros. The geographic structure of this segment differs notably from that of wild berries: the Czech Republic led by volume (1.17 thousand tons, 2.92 million euros), marginally ahead of Poland (1.11 thousand tons, 4.35 million euros). Poland, however, generated significantly higher export revenue despite lower volume, pointing to a higher-value product mix or more favourable pricing in the Polish market.

Germany (524.5 tons, 2,25 million euros) and Belgium (322.3 tons, 1.13 million euros) ranked third and fourth respectively. Italy, Austria, Netherlands, France, Bulgaria, and Serbia completed the list with progressively smaller volumes. Overall, cultivated berry exports were more geographically concentrated than wild berry exports – the top two markets (Czech Republic and Poland) accounted for over 62% of total cultivated berry export volume.

Figure 9. Top 10 import countries of organic cultivated berries from Ukraine, 2025

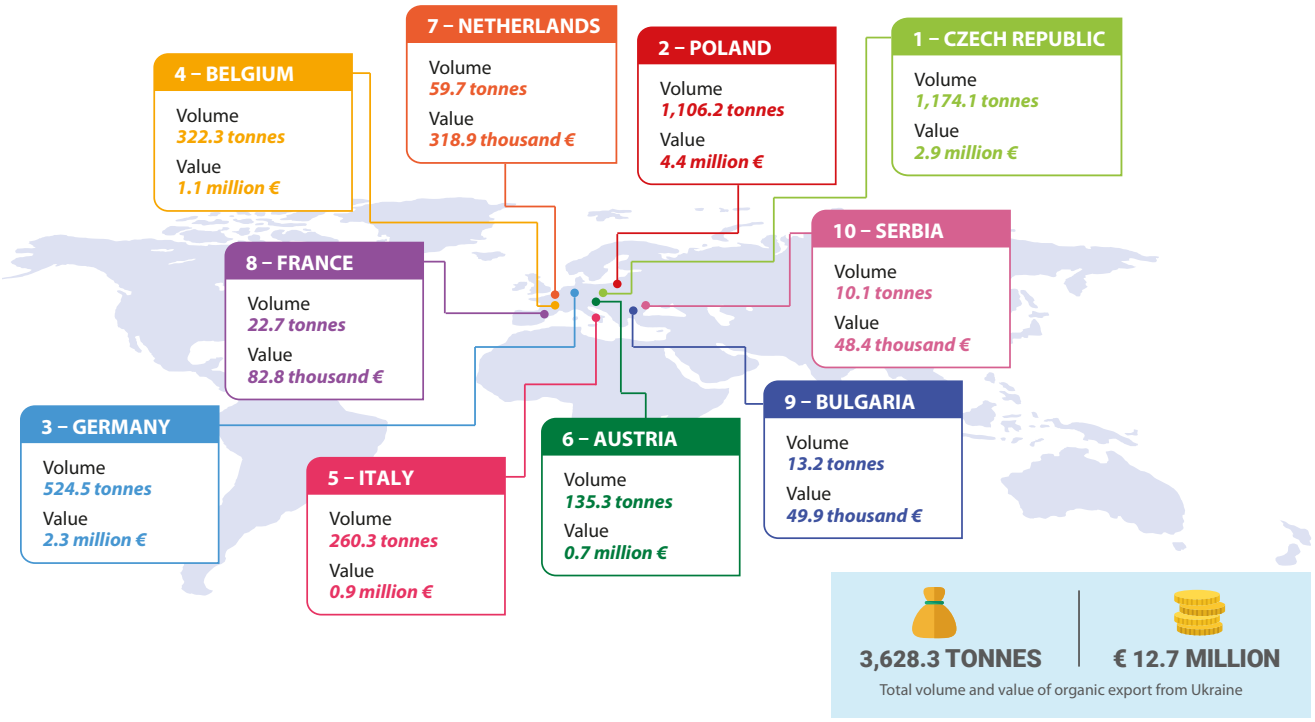
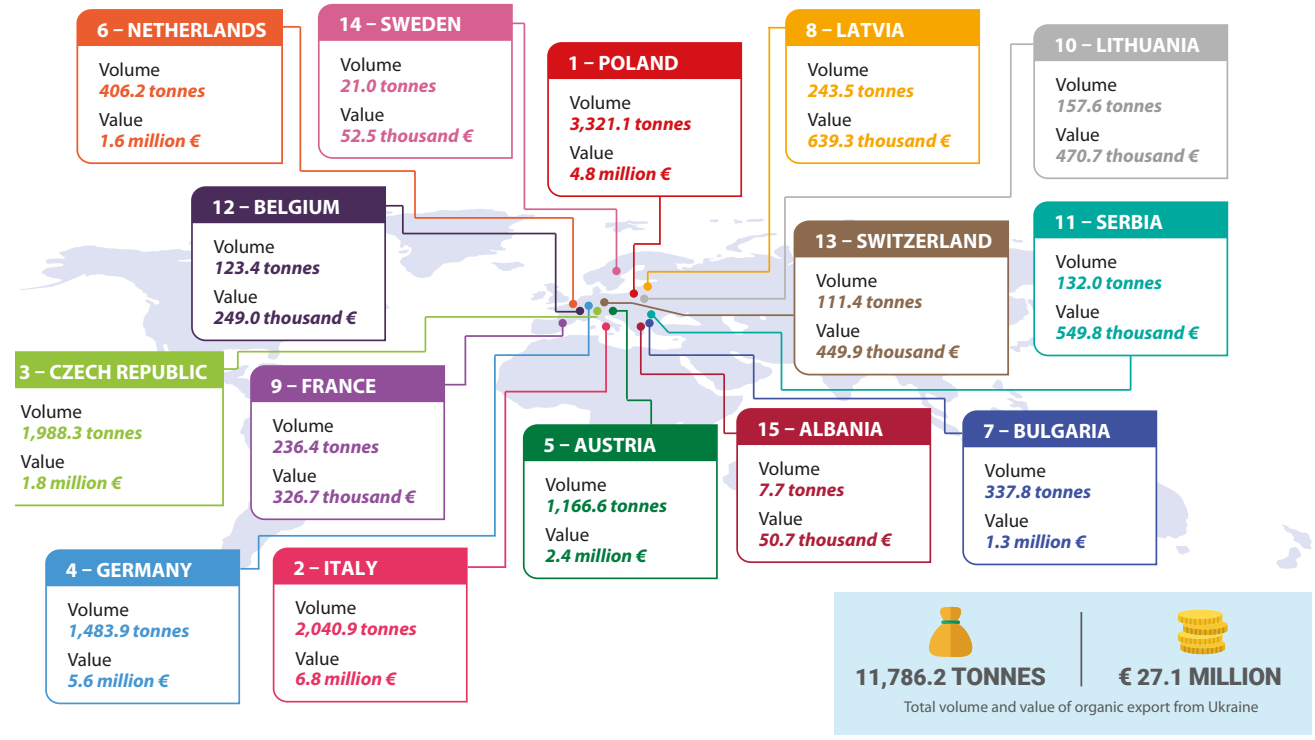


Figure 10. Top 15 import countries (volume) of organic wild berries from Ukraine, 2025



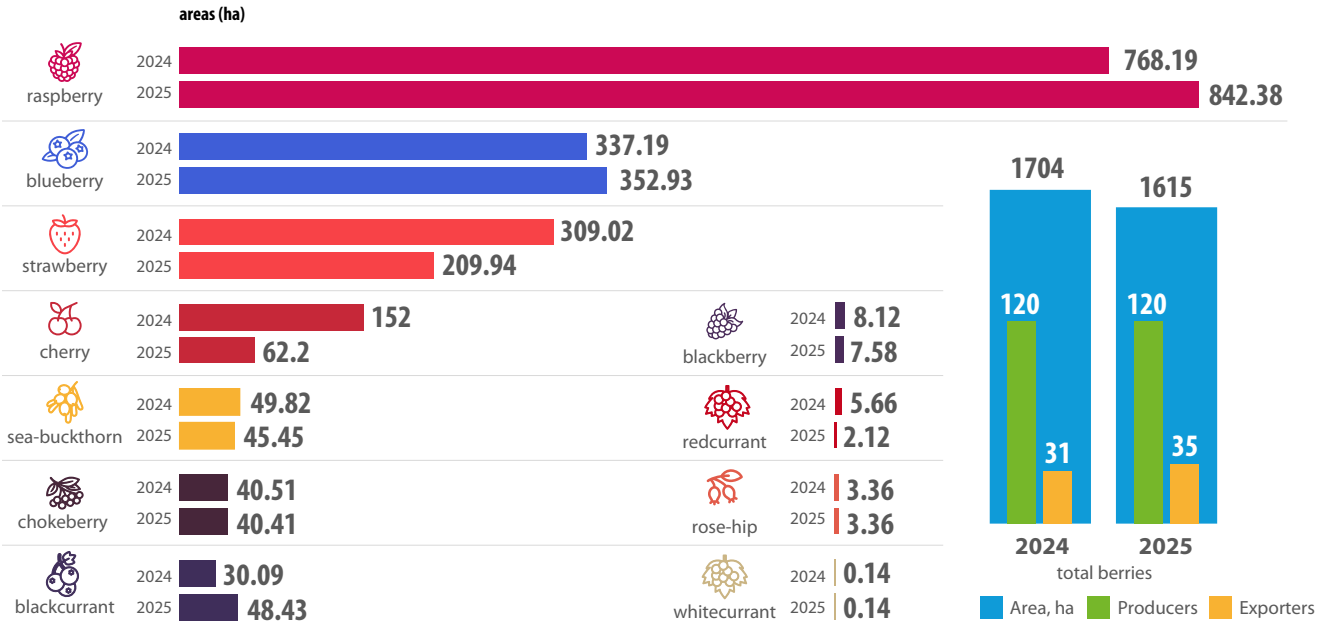
Organic wild berry exports in 2025 were directed to 18 countries, with a total volume of 11.79 thousand tons worth 27.12 million euros. Poland was the largest importer by volume (3.32 thousand tons, 4,78 million euros), followed closely by Italy (2.04 thousand tons, 6.77 million euros) and the Czech Republic (1.99 thousand tons, 1.79 million euros). Notably, Italy generated significantly higher export revenue than the Czech Republic despite similar volume, reflecting the premium pricing commanded by the Italian market – likely linked to the predominance of high-value bilberry and blackberry deliveries.

Germany ranked fourth with 1.48 thousand tons worth 5.64 million euros, representing the highest unit value among the top five destinations and

confirming its position as a premium-oriented market. Austria (1.17 thousand tons, 2.40 million euros) completed the top five. The next tier – Netherlands (406.2 tons, 1.6 million euros), Bulgaria (337.8 tons, 1.28 million euros), Latvia (243.5 tons, 639.3 thousand euros), France (236.4 tons, 326.7 thousand euros), and Lithuania (157.6 tons, 470.7 thousand euros) – received more modest volumes.

The remaining markets – Serbia (132 tons), Belgium (123.4 tons), Switzerland (111.4 tons), Sweden (21 tons), Albania (7.7 tons), Croatia (6 tons), Slovakia (1.9 tons), and the United Kingdom (0.6 tons) – collectively accounted for a minor share of wild berry export volume but confirm the broad geographic reach of Ukrainian organic wild berry trade across Europe.

Figure 11. Organic cultivated berry production of Ukraine, 2024-2025 (area certified and operators)



Organic cultivated berry production in Ukraine, 2024 – 2025

The total certified area under organic cultivated berries in Ukraine amounted to 1 704 ha in 2024 and 1 615 ha in 2025, reflecting a modest overall contraction of 5.2%. The number of certified producers remained stable at 120 in both years, while the number of exporters increased slightly from 31 to 35, indicating a gradual broadening of the export operator base despite the reduction in cultivated area.

Raspberry dominated the structure of certified cultivated berry areas in both years, occupying 768.19 ha in 2024 and expanding to 842.38 ha in 2025 – an increase of 9.7%, confirming the continued investment interest in this high-value export crop. Blueberry ranked second with 337.19 ha in 2024 and 352.93 ha in 2025, a growth of 4,7%. Strawberry held third place with 309.02 ha in 2024, though its certified area declined sharply to 209.94 ha in 2025, a reduction of 32.1%.

Among the remaining species, cherry experienced the most significant contraction – from 152 ha in 2024 to 62.2 ha in 2025, a decrease of 59%. Redcurrant similarly declined from 5.66 ha to 2.12 ha (– 62.5%). Sea-buckthorn, chokeberry, and blackberry showed relatively stable or marginally changed areas. Blackcurrant, by contrast, demonstrated notable growth, increasing from 30.09 ha to 48.43 ha (+ 61.0%), suggesting growing producer interest in this species. Rose-hip and whitecurrant areas remained unchanged at 3.36 ha and 0.14 ha respectively.

Overall, the 2024 – 2025 dynamics reflect a consolidation of certified cultivated berry production around the three commercially dominant species – raspberry, blueberry, and strawberry – which together accounted for approximately 84% of total certified area in 2025, while a number of minor species experienced significant area reductions, likely driven by market demand signals and wartime operational constraints.

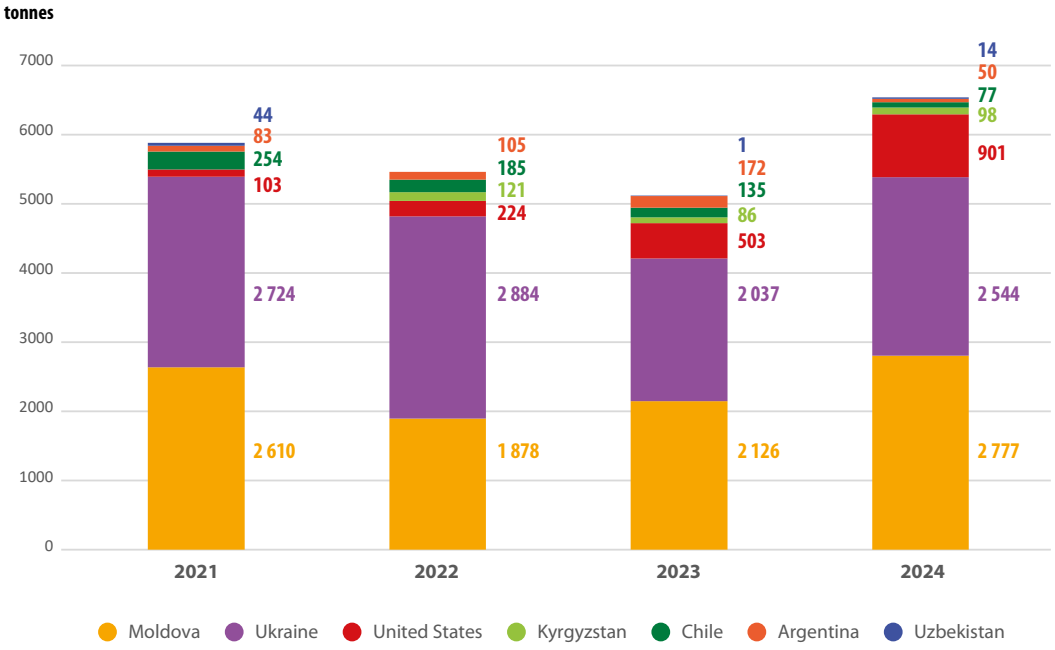


UKRAINIAN ORGANIC NUT MARKET

Ukraine's position in the EU organic walnut import market

EU imports of organic walnuts from third countries fluctuated between 2.04 and 2.88 thousand tons annually over the 2021–2024 period. Ukraine consistently ranked as the leading supplier throughout this period, with deliveries ranging from 1.88 to 2.78 thousand tons per year. The remaining suppliers – Moldova, the United States, Kyrgyzstan, Chile, Argentina, and Uzbekistan – each contributed significantly smaller volumes, none exceeding 503 tons in any single year. This confirms Ukraine's structural dominance in the EU organic walnut import market and highlights the critical dependence of European importers on Ukrainian supply continuity.

Figure 12. Import of organic walnuts to the EU from third countries



Overview of the organic nuts export market from Ukraine, 2024-2025

The export of organic walnuts involved 15 Ukrainian exporting companies supplying 15 importing companies across 9 countries. The Netherlands was the dominant destination by a substantial margin, receiving 1.95 thousand tons worth 6.0 million euros – representing 39.8% of total walnut export volume. Austria ranked second with 986.3 tons worth 2.6 million euros, followed by Romania (724.0 tons, 3.6 million euros), France (638.0 tons, 2.5 million euros), and Germany (284.7 tons, 0.9 million euros). Italy (160.1 tons, 320.1 thousand euros), Moldova (120,0 tons, 440.0 thousand euros), Poland (20.5 tons, 133.1 thousand euros), and the United Kingdom (20.0 tons, 40.0 thousand euros) completed the list of importing countries. Among the top five importing companies by volume, the Netherlands, Germany, Italy, Austria, and France were represented, with the Netherlands alone accounting for three of the five largest buyers.

Figure 13. Shares of organic and non-organic walnut exports, 2025

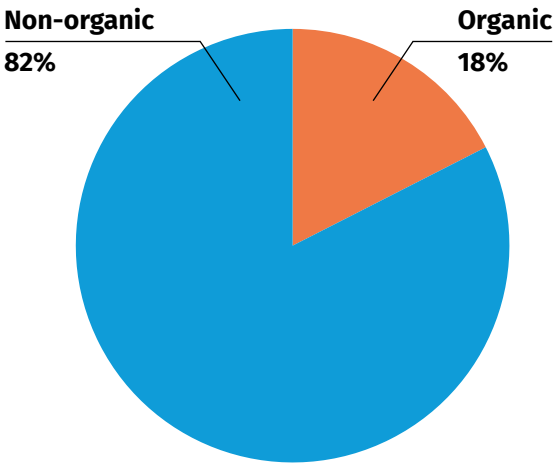


Figure 14. Overview of the organic nuts export from Ukraine, 2025

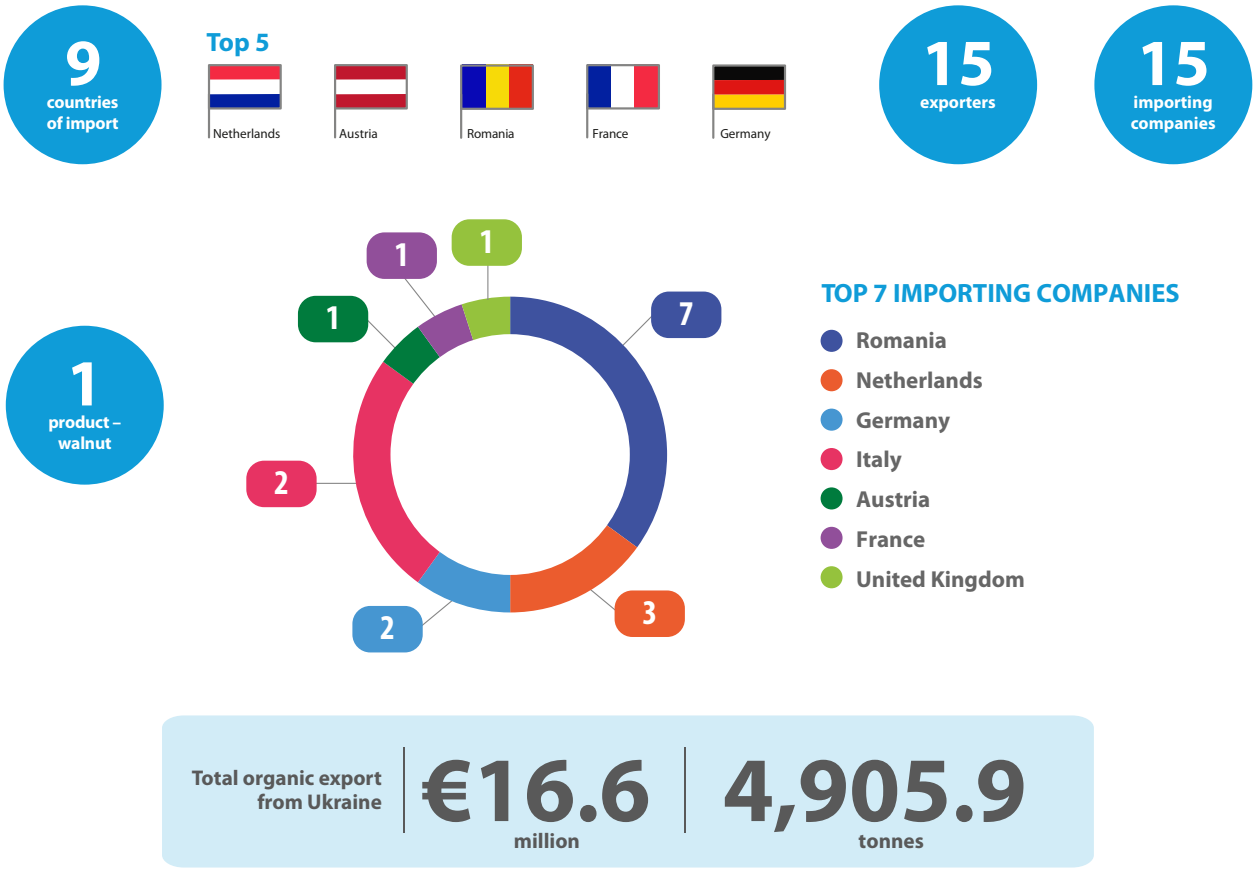
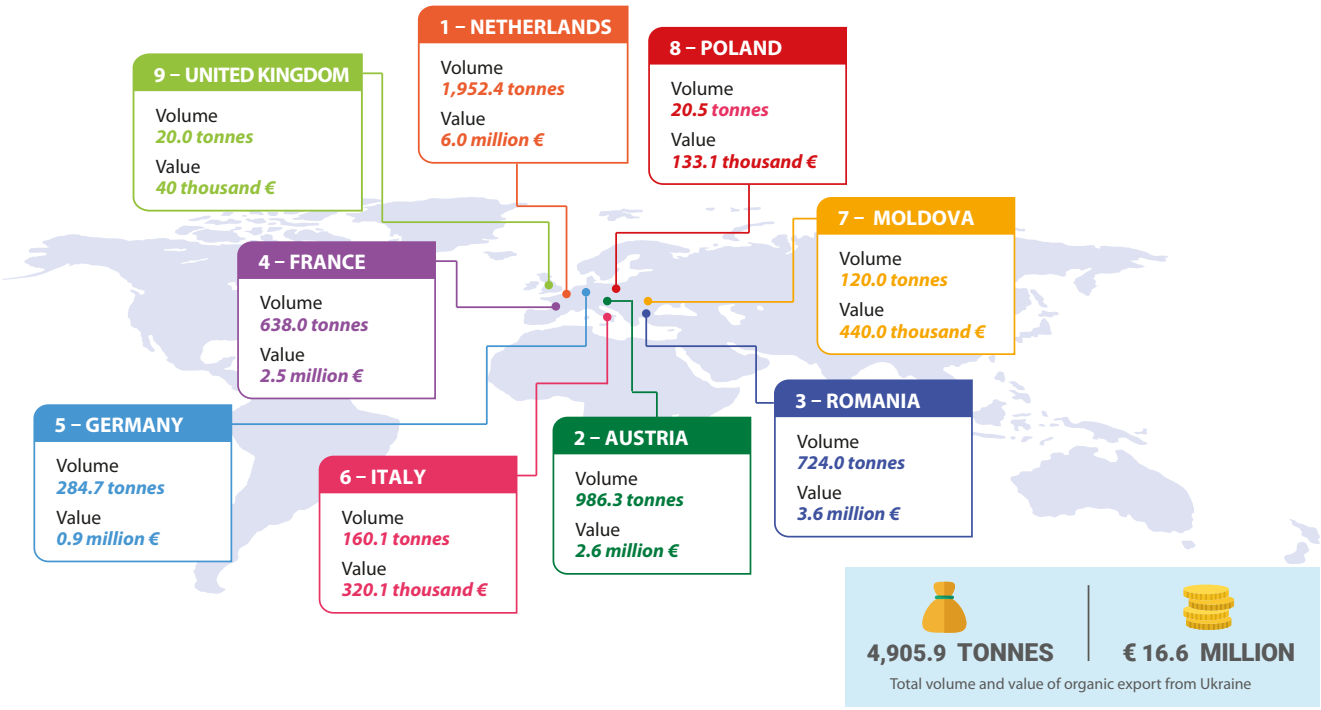
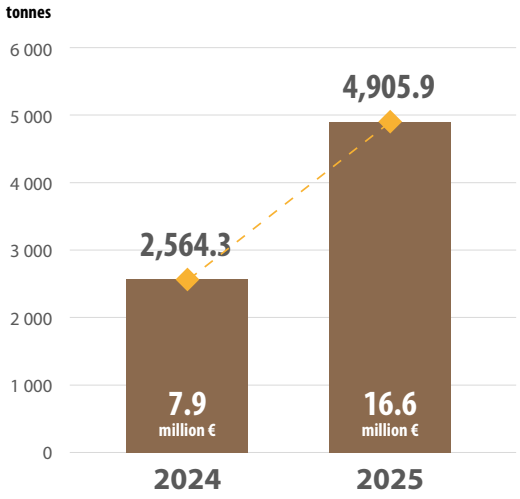


Figure 15. Top import countries of organic nuts from Ukraine, 2025



Organic walnut exports demonstrated the most dynamic growth among all product categories in the berries and nuts segment in 2025. Export volume nearly doubled compared to the previous year, rising from 2.56 thousand tons in 2024 to 4.91 thousand tons in 2025, while export value increased from 7.9 million euros to 16.6 million euros – a growth of 109.7% and 109.5% respectively. This exceptional performance made walnuts the key driver of total export revenue growth in the combined berries and nuts segment in 2025.

Figure 16. Export of organic nuts from Ukraine in 2024-2025

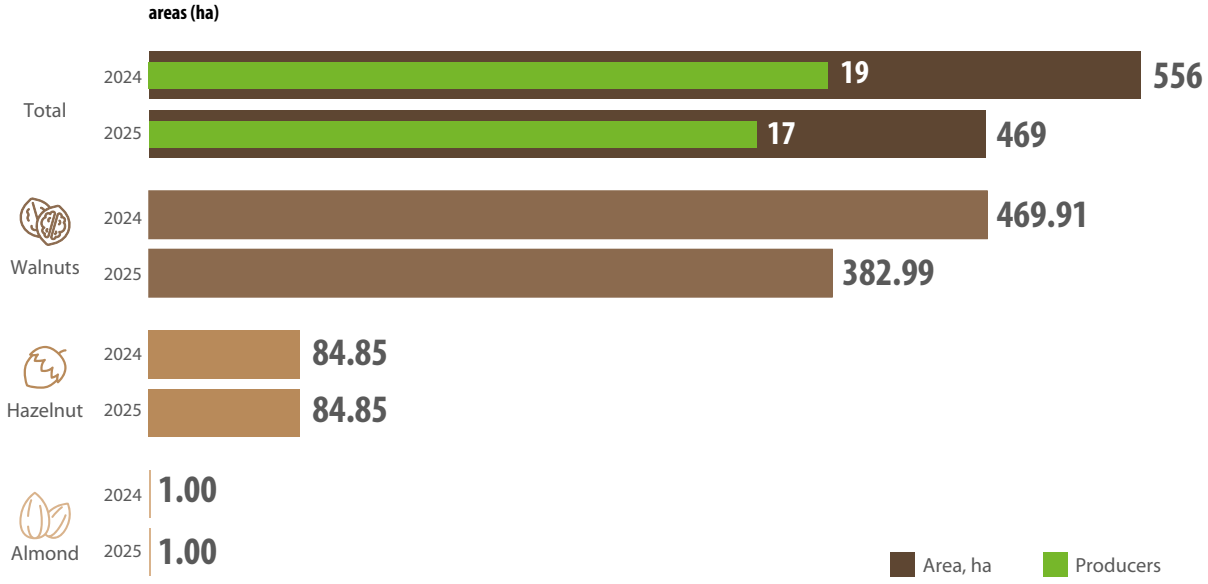


Organic nut production in Ukraine, 2024–2025

The total certified area under organic nuts in Ukraine amounted to 556 ha in 2024 and declined to 469 ha in 2025, a reduction of 15.6%. The number of certified producers decreased correspondingly from 19 to 17 operators. Three nut species are currently grown under organic certification in Ukraine: walnut, hazelnut, and almond.

Walnut accounted for the dominant share of certified nut area, though its area contracted from 469.91 ha in 2024 to 382.99 ha in 2025 – a decrease of 18.5%. Hazelnut and almond areas remained entirely unchanged at 84.85 ha and 1.00 ha respectively, indicating stable but limited production bases for these species. It should be noted that certified cultivated organic nuts are not yet exported – all organic walnut exports currently originate from wild-collected sources rather than certified plantations.

Figure 17. Organic nut production of Ukraine, 2024-2025 (area certified and operators)





EXAMPLES OF NEW PRODUCTS ON THE SHELVES

An important factor in preparing for entering foreign markets is a detailed review of existing products and practices of leading manufacturers. Analysis of products of companies in the organic berries and nuts segment is not just a review of the competitive environment, but a ready-made reference point for Ukrainian enterprises. For exporters seeking to enter the European market or expand their presence, such examples of new products allow to see popular packaging formats and current trends in positioning organic products. Studying competitors' practices helps to understand for which value propositions the European consumer is willing to pay a premium price, and at the same time helps to adapt one's own products and marketing strategies for successful integration into European supply chains.

Jams, berry preserves





Product name	**RASPBERRY FRUIT SPREAD**	**BLUEBERRY EXTRA JAM**
Company	Müller	NaturéO
Manufacturer	ODW Lebensmittel	
Brand	Müller Bio Primo	NaturéO
Market	Germany	France
Store Name	Müller (Online)	Naturé O
Store Type	Internet/Mail Order	Natural/Health Food Store
Launch Date	May 2026	Apr 2026
Price	€2.25 / $2.63	€4.29 / $4.98
Product Description	Müller Bio Primo Fruchtaufstrich Himbeere (Raspberry Fruit Spread) has been repackaged, with a new pack design, and retails in a 250g pack. - With 75% raspberries - Vegan - Logos and certifications: Bio-Siegel (Bio Seal), EU Organic	NaturéO Confiture Extra de Myrtilles (Blueberry Extra Jam) is now available, and retails in a 320g pack. - 50% fruit - Made with 50g fruit per 100g finished product - Total sugar content 50g per 100g - Logos and certifications: EU Organic, AB Agriculture Biologique (Organic Agriculture)
Positioning Claims	Organic, Vegan/No Animal Ingredients	Organic
Ingredients (On Pack)	Raspberries* (75%), cane sugar*, gelling agent (pectins), lemon juice concentrate*, *from controlled organic farming	blueberries* (50%), cane sugar*, gelling agent (pectin), *from organic farming





Product name	**100% FRUIT CRANBERRY JAM**	**ORGANIC STRAWBERRY COMPOTE**
Company	Hemisphere Slovakia	Achillea
Manufacturer	Hemisphere Slovakia	Achillea
Brand	Bobule	Achillea Bio FruttaSì
Market	Slovakia	Italy
Store Name	dm drogerie markt	NaturaSi
Store Type	Drug Store/Pharmacy	Natural/Health Food Store
Launch Date	Mar 2026	Mar 2026
Price	€4.75 / $5.51	€5.10 / $6.00
Product Description	Bobule Bio Brusnicovy Dzem (100% Fruit Cranberry Jam) is now available, and retails in a 200g pack. - Organic product - Pasteurised - Made from 62g cranberries and 520g apples per 100g - Total sugar content: 38g per 100g - Logos and certifications: EKO, EU Organic, Green Dot	Achillea Bio FruttaSì Composta di Fragole (Organic Strawberry Compote) is now available, and retails in a 220g pack. - 100% fruit - No added pectin - Only fruit sugars - With Italian strawberry puree - Organic strawberry - 150g of strawberries per 100g of finished product - Logos and certifications: EU Organic, ICEA Certificato Biologico (ICEA Organic Certified)
Positioning Claims	Organic	No Added Sugar, Organic
Ingredients (On Pack)	organic cranberry puree (50%), organic apple concentrate (49.9%), pectin (citrus) (0.1%)	strawberry puree*, concentrated apple juice*, concentrated lemon juice* *from organic farming

Dried, freeze-dried berries





Product name	**SENGA STRAWBERRY**	**ORGANIC FREEZE-DRIED RASPBERRY**
Company	Biofrui1981	EcorNaturaSì
Manufacturer	Biofrui1981	Biodina
Brand	Biofrui1981	We Are
Market	France	Italy
Store Name	Greenweez (Online)	NaturaSi
Store Type	Internet/Mail Order	Natural/Health Food Store
Launch Date	Apr 2026	Apr 2026
Price	€7.98 / $9.23	€2.69 / $3.09
Product Description	Biofrui1981 Fraise Senga (Senga Strawberry) is now available and retails in a 100g pack. - Superfruits from the Dinaric Alps - Available in bulk- Dried Senga strawberry from the Dinaric Alps - 100% from organic farming, certified by Ecocert- Rich in fibre - The delicious taste of fresh fruit, available all year round! - Vegan- Eco-designed, recyclable pack - Logos and certifications: Meilleur Product Bio 2025 (Best Organic Product 2025), EU Organic, AB Agriculture Biologique (Organic Agriculture), Ecocert, QR code (To avoid being confused)	We Are Lampone Liofilizzato Bio (Organic Freeze-Dried Raspberry) is now available, and retails in a 10g pack. - Only freeze-dried fruit and nothing else - Organic freeze-dried raspberry - No added sugars - 100% cold-dried fruit - Selected the best fresh fruit, rapid freezing at low temperature keeps the fruit's structure unchanged, remove 95% of the water from the fruit - Packaging and zip closure keep the product fresh - Logos and certifications: EU Organic, QR code (Biodesign Foundation choose and discover the supported projects)
Positioning Claims	Ethical – Environmentally Friendly Package, Ethical – Recycling, High/Added Fibre, Organic, Vegan/No Animal Ingredients	Convenient Packaging, No Added Sugar, Organic





Product name	**ORGANIC FREEZE-DRIED BLACKCURRANT PIECES**	**FREEZE-DRIED BLUEBERRIES**
Company	Helpa	Ervita Marjakasvatuse
Manufacturer	Helpa	Ervita Marjakasvatuse
Brand	Helpa	Errrvita
Market	Poland	Estonia
Store Name	Helpa (Online Poland)	Rimi (Hypermarket)
Store Type	Internet/Mail Order	Mass Merchandise/Hypermarket
Launch Date	Feb 2026	Dec 2025
Price	PLN14.44 / €4.06 / $3.42	€7.35 / $8.46
Product Description	Helpa Bio Grys Liofilizowany Kawaleczki Porzeczki (Organic Freeze-Dried Blackcurrant Pieces) are now available, and retail in a 20g pack. - No added sugar - 100% fruits - Perfect for yogurt - Natural topping - Thanks to the freeze-drying process, the fruits retain their nutritional values and delicious flavour - Contains naturally occurring sugars - Salt content results solely from naturally occurring sodium - Try with Helpa porridges - 140g of fresh organic blackcurrants were used for 20g of product - EU agriculture - Logos and certifications: EU Organic	Errrvita Külmkuivatatud Mustikad (Freeze-Dried Blueberries) are now available, and retail in a 50g pack. - Grown in Estonia - 100% organic - No added sugar, junk - Sustainable - Lowbush blueberries (Vaccinium angustifolium) grown on wild peat fields, harvested at peak ripeness and freeze-dried to lock in flavour, colour, and pure untamed power - Grown without pesticides or chemical fertilisers - Rich in antioxidants and fibre - Full of natural vitamins - Non-GMO - Logos and certifications: EU Organic
Positioning Claims	No Added Sugar, Organic	Antioxidant, Ethical – Environmentally Friendly Product, Ethical – Sustainable (Habitat/ Resources), Ethical – Toxins Free, GMO Free, High/Added Fibre, No Added Sugar, Organic

Nut spreads







Product name	**WALNUT PURÉE**	**ALMOND SPREAD NO ADDED SUGARS**	**ORGANIC HAZELNUT CREAM**
Company	Jean Hervé	Rigoni di Asiago	Celeiro Supermercado Rocha
Manufacturer	Jean Hervé	Rigoni di Asiago	
Brand	Jean Hervé	Rigoni di Asiago Natù Bio	Vidaceleiro
Market	France	Netherlands	Portugal
Store Name	La Fourche	Albert Heijn	Celeiro
Store Type	Internet/Mail Order	Supermarket	Specialist Retailer
Launch Date	Apr 2026	Feb 2026	Nov 2025
Price	€9.99 / $11.71	€6.99 / $8.11	€5.85 / $6.80
Product Description	Jean Hervé Purée de Noix (Walnut Purée) is now available, and retails in a 180g pack. - Made in France - 100% organic - Gluten-free - To incorporate into desserts, cooked dishes, or spread as is - Dried with hot air, stone-ground at low temperature - Logos and certifications: AB Agriculture Biologique (Organic Agriculture), EU Organic, Gluten Free	Rigoni di Asiago Natù Bio Almond Spread has been repackaged and retails in a 220g pack. - No added sugars - Source of protein - Super creamy - Scores an A on the Nutri-Grade - Logos and certifications: QR code, Vegan Society Approved Vegan Trademark, EU Organic	Vidaceleiro Creme de Avelã Biológico (Organic Hazelnut Cream) is now available, and retails in a 230g pack. - High fibre content, and no added salt - Logos and certifications: Vegan, Green Dot, Ecoponto Amarelo (Yellow Container), Ecoponto Verde (Green Container), EU Organic
Positioning Claims	Gluten Free, Low/No/Reduced Allergen, Organic	No Added Sugar, Organic, Vegan/No Animal Ingredients	High/Added Fibre, Low/No/Reduced Sodium, Organic, Vegan/No Animal Ingredients
Ingredients	organic walnuts from France	blanched and roasted almonds (91%), cocoa butter*, defatted almond flour (4%), salt *organic	roasted hazelnut* *from organic farming

Nuts





Product name	**ORGANIC WALNUT KERNELS**	**ORGANIC SHELLED ALMONDS**
Company	DM Drogerie Markt	Greenweez
Distributor	DM Drogerie Markt	
Brand	DM Bio	Greenweez
Market	Czech Republic	France
Store Name	dm-drogerie markt	Greenweez (Online)
Store Type	Drug Store/Pharmacy	Internet/Mail Order
Launch Date	Mar 2026	May 2026
Price	CZK64.90 / €3.02 / $2.65	€4.95 / $5.69
Product Description	DM Bio Bio Vlasské Orechy (Organic Walnut Kernels) are now available, and retail in a 150g pack. - Packaged in a protective atmosphere - Crunchy and have a slightly bitter taste - Source of fibre and rich in unsaturated fatty acids - Tasty snack between meals, topping for mueslis and porridges, to refine salad creations and for baking - Country of origin: Ukraine - Resealable - Logos and certifications: Bio-Siegel (Bio Seal), V-Label International Vegan, EU Organic	Greenweez Amande Décortiquée Biologique (Organic Shelled Almonds) have been repackaged and retail in a 250g pack. - Origin: Spain - Logos and certifications: EU Organic, QR code (Download the Greenweez App and simplify your organic shopping)
Positioning Claims	Convenient Packaging, Organic, Vegan/No Animal Ingredients	Organic

		
Product name	**ROASTED HAZELNUTS**	**UNROASTED WALNUTS IN SHELL**
Company	Nøddebazaren	Jumbo Supermarkten
Manufacturer	Nøddebazaren	
Brand	Nøddebazaren	Jumbo Supermarkten
Market	Denmark	Netherlands
Store Name	Alma	Jumbo Foodmarkt
Store Type	Supermarket	Supermarket
Launch Date	Mar 2026	Jan 2026
Price	DKK85.00 / €11.37 / $13.33	€2.99 / $3.50
Product Description	Nøddebazaren Hassel, Ristede (Roasted Hazelnuts) are now available, and retail in a 180g pack. - Crunchy and famous for their taste - From organic farming in Piemonte - Brilliant snack and topping - Logos and certifications: EU Organic, Statskontrolleret Økologisk (State-Controlled Organic)	Jumbo Biologisch Ongebrande Walnoten in Dop (Unroasted Walnuts in Shell) are now available, and retail in a 600g pack. - Origin: France - Logos and certifications: EU Organic
Positioning Claims	Organic	

Frozen berries





Product name	**ORGANIC BLACKBERRIES**	**STRAWBERRIES**
Company	Vilgain	Hofer
Manufacturer	Vilgain	Jütro Tiefkühlkost
Brand	Vilgain	Hofer Bio
Market	Czech Republic	Austria
Store Name	Vilgain Health Store	Hofer
Store Type	Natural/Health Food Store	Supermarket
Launch Date	Mar 2026	May 2026
Price	CZK249.00 / €11.61 / $10.17	€3.79 / $4.44
Product Description	Vilgain Bio Ostruziny (Organic Blackberries) are now available, and retail in a 1000g pack. - Deep-frozen fruit - Picked at peak ripeness and frozen immediately for full freshness - Country of origin: Ukraine - Product of organic farming - Agricultural production outside the EU - Logos and certifications: EU Organic, Green Dot, BIO Produkt Ekologického Zemedelství (Product from Organic Farming)	Hofer Bio Erdbeeren (Strawberries) have been repackaged and retail in a redesigned 300g pack. - Frozen harvest-fresh - Microwavable - Organic with certainty: This organic product was additionally checked by external organic experts in accordance with the ARGE BIO inspection system - The use of genetic engineering is excluded for organic foods - Origin: Turkey - Logos and certifications: EU Organic, Io Ricilo! (I Recycle)
Positioning Claims	Organic	GMO Free, Microwaveable, Organic





Product name	**RED FRUITS**	**ORGANIC RASPBERRIES**
Company	Equanto Intercâmbio Comercial e Industrial	Picnic
Distributor	Equanto Intercâmbio Comercial e Industrial	
Brand	Origens Bio	Picnic
Market	Portugal	Netherlands
Store Name	Vilgain Health Store	picnic.app/nl
Store Type	Mass Merchandise/Hypermarket	Internet/Mail Order
Launch Date	Mar 2026	Jul 2025
Price	€3.99 / $4.70	€4.15 / $4.85
Product Description	Origens Bio Frutos Vermelhos (Red Fruits) are now available, and retail in a 300g pack. - 100% natural fruit - My organic forest - Mix of quick frozen organic red fruits - Suggested use: use in the preparation of smoothies, jams, desserts, ice cream or cakes - 100% recyclable packaging - Logos and certifications: EU Organic, Ecoponto Amarelo (Yellow Container), Facebook, Instagram, Ecocert Portugal	Picnic Bio Frambozen (Organic Raspberries) are now available, and retail in a 300g pack. - Deep-frozen - Microwavable- Preparation instructions - Please recycle - Logos and certifications: EU Organic
Positioning Claims	All Natural Product, Ethical – Environmentally Friendly Package, Ethical – Recycling, Organic	Ethical – Environmentally Friendly Package, Ethical – Recycling, Microwaveable, Organic

Nut flour







Product name	**ALMOND FLOUR**	**ALMOND FLOUR**	**HAZELNUT FLOUR**
Company	Coming Nature	DM Drogerie Markt	De Smaakspecialist
Manufacturer	Coming Nature		De Smaakspecialist
Brand	Erdschwalbe	DM Bio	Smaakt
Market	Germany	Czech Republic	Netherlands
Store Name	REWE (Online)	dm-drogerie markt	Name: ah.nl
Store Type	Internet/Mail Order	Drug Store/Pharmacy	Internet/Mail Order
Launch Date	Mar 2026	Jan 2026	Nov 2025
Price	€6.99 / $8.08	€11.43 / $9.85	€4.89 / $5.68
Product Description	Erdschwalbe Mandelmehl (Almond Flour) is now available, and retails in a 200g pack. - Natural - Source of protein - High fibre content - Vegan - Blanched and finely ground - Not defatted - Logos and certifications: Bio-Siegel (Bio Seal), EU Organic	DM Bio Mandlová Mouka z Loupaných Mandlových Jader (Almond Flour) has been repackaged, and retails in a 300g pack. - From organic farming - High in protein - High in fibre - Gluten-free - Naturally vegan - Logos and certifications: Bio-Siegel (Bio Seal), EU Organic, International Vegan V-Label	Smaakt Hazelnootmeel (Hazelnut Flour) is now available, and retails in a 200g pack. - Organic - High fibre - 100% hazelnut - Logos and certifications: EU Organic, Vegan, Kids Proef, QR code, Too Good To Go, Certified B Corporation
Positioning Claims	High/Added Fibre, Organic, Vegan/No Animal Ingredients	Gluten Free, High/Added Fibre, High/Added Protein, Low/No/Reduced Allergen, Low/No/Reduced Fat, Organic, Vegan/No Animal Ingredients	Ethical (Environmentally Friendly Package, Environmentally Friendly Product, Recycling, Sustainable (Habitat/Resources), High/Added Fibre, Organic, Vegan/No Animal Ingredients

Nut oil







Product name	**WALNUT OIL**	**WALNUT OIL**	**ORGANIC ALMOND OIL**
Company	Marcel & Fils	DM Drogerie Markt	Laboratorios Almond
Manufacturer			Laboratorios Almond
Brand	Marcel & Fils	DM Bio	NaturGreen
Market	France	Croatia	Spain
Store Name	Marcel & Fils	dm-drogerie markt (Online)	El Corte Inglés
Store Type	Mass Merchandise/ Hypermarket	Internet/Mail Order	Department Store
Launch Date	Dec 2025	Oct 2025	Oct 2025
Price	€11.90 / $13.86	€5.45 / $6.33	€11.50 / $13.50
Product Description	Marcel & Fils Huile de Noix (Walnut Oil) has been repackaged, and retails in a newly designed 25cl pack. - Rich in omega 3 and 6 - French walnuts from Hautes-Alpes - Logos and certifications: EU Organic, AB Agriculture Biologique (Organic Agriculture)	DM Bio Ulje Oraha (Walnut Oil) is now available, and retails in a 250ml pack. - Rich in omega-3 fatty acids - Vegan - Organic pressed walnut oil - Logos and certifications: Bio-Siegel (Bio Seal), EU Organic, International Vegan V-Label	NaturGreen Aceite Ecológico de Almendra (Organic Almond Oil) has been relaunched with a new brand name, previously known as NaturGreen Bio Vegetal, and with a new look, and retails in a 250ml pack. - First cold-pressed - 100% plant-based - Almond oil from organic farming - Packaged in a protective atmosphere - Logos and certifications: EU Organic, Sin Gluten (Gluten Free), Green Dot
Positioning Claims	Organic	Organic, Vegan/No Animal Ingredients	Gluten Free, Low/No/Reduced Allergen, Organic, Plant Based





RECOMMENDATIONS

The recommendations are based on the results of a study of the organic berries and nuts market and take into account the main trends and opportunities identified during the analysis. They reflect the key areas that Ukrainian producers and exporters should consider to strengthen their positions in target markets.

The recommendations focus on the development of organic production and certification, the transition from raw material exports to value-added products, diversification of products and market niches, the development of cooperation between producers, as well as the use of state and international support instruments.

1. Organic standards are commercially attractive and in demand on international markets

We recommend that Ukrainian berry and nut exporters comply with organic production requirements and maintain or obtain organic certification, integrating this into their export strategy. **Certification should be selected with consideration of the requirements of specific target markets and potential buyers.** Organic standards are in demand in international markets, particularly in the EU and other premium segments, where consumers and retail chains are placing increasing importance on certified organic products.

Ukrainian organic exporters should develop long-term cooperation and strengthen reliable partnerships, including by seeking new buyers and sales channels. Berry and nut exporters operating in the conventional (non-organic) segment should consider transitioning to organic production in line with the requirements of their target export markets and obtaining the relevant organic certification. This can strengthen the competitiveness of Ukrainian berries and nuts, improve access to international retail chains and B2B buyers, and create opportunities for price premiums.

For berry and nut producers, compliance with organic production requirements should be ensured throughout the entire value chain, including production or wild harvesting, processing, storage, packaging and traceability.

Organic certification can strengthen the positioning of Ukrainian berries and nuts as high-quality and sustainable products and help exporters build long-term relationships with international buyers.



In addition to organic certification, we recommend reviewing the requirements of other food quality and safety standards and obtaining the relevant certification (e.g. BRCGS, IFS, FSSC 22000, etc.) in line with the requirements of importers and target markets. **This is particularly important for exporters planning to work with major retail chains and international B2B buyers.**

Next steps:

- assess the compliance of production with organic certification requirements and the standards of target markets;
- identify which additional certifications are required to work with potential international buyers;
- develop a list of priority buyers and sales channels for which organic certification provides an additional competitive advantage.

2. Shift from raw material exports to exports of processed products

The strategic focus should shift from supplying primary raw materials, whose prices are subject to fluctuations in global markets, towards the production and export of higher value-added processed products. **Priority should be given to products with a longer shelf life, lower dependence on seasonality and potential for use as ready-to-use B2B ingredients.**

Freeze-drying remains a promising direction for organic berries, as it helps preserve the product's beneficial properties to a large extent. Freeze-dried products are in high demand in the EU market.

Producers can also focus on the production of organic purees, concentrates, pastes (e.g. in aseptic packaging for B2B) and cold-pressed juices.

For organic nut producers, promising directions include advanced sorting, shelling, grading, production of organic nut butters and flours (e.g. walnut or almond flour for gluten-free baking), roasting and the production of nut mixes.

Processed products have a significantly longer shelf life and are therefore less dependent on the speed of logistics, which is particularly relevant when border crossings are blocked or congested, while also reducing the impact of seasonality.

Next steps:

- identify the most promising types of processed products based on demand in target markets;
- assess existing processing capacities and the need for additional investment or cooperation;
- test demand for new products through B2B negotiations and trial shipments.

3. Diversify niches and adapt to global trends

The global healthy food market increasingly seeks ready-to-use solutions. In the B2B ingredients segment, organic exporters can also focus on freeze-dried berries, both whole and in powder form, as natural colourants and flavourings for international producers of organic breakfast cereals (muesli and granola), chocolate, premium tea and yoghurt. **Product offerings should therefore be adapted not only to the target market but also to the specific type of buyer and intended use of the product.**

Organic nut producers can focus on nut pieces and butters as ingredients for the confectionery and bakery industries, as well as for the production of vegan alternatives, such as plant-based milk and cheese.

If a producer operates in the private-label segment, products should be packaged directly in Ukraine according to the orders of European retail chains. This can provide stable sales of large volumes while also contributing to greater recognition of Ukrainian products internationally.

The HoReCa segment is also promising. European restaurants and cafés are interested in regular supplies of organic products in convenient formats for professional use (for berries — frozen berries, purees and sauces; for nuts — pieces or flour in large packages, etc.). This allows professional kitchens to

secure stable supplies of ingredients for desserts, smoothies and baking, bypassing the retail segment.

Premium producers can also explore specialised niches such as craft production and sports and functional food brands.

Next steps:

- identify 2–3 priority B2B niches for berries and nuts and adapt product offerings to them;
- prepare proposals for private-label and HoReCa customers, taking into account requirements for formats, packaging and volumes;
- test demand for specialised products through targeted contacts with potential buyers.

4. Pool efforts through associations and clusters

European organic networks seek to work with suppliers capable of providing large and regular volumes of products. A typical Ukrainian farm of 5–10 hectares may find it difficult to meet such demand independently.

Therefore, producers should consider joining associations, alliances or clusters of berry and nut producers. **Such cooperation can involve not only joint sales but also the alignment of quality standards, volume consolidation, joint certification, storage, processing and logistics.** It is also advisable to jointly invest in modern certified blast-freezing facilities, optical sorting lines and temperature-controlled logistics hubs.

European retail chains are interested in large export batches of products with consistent quality and grading, while Ukrainian producers are interested in contracts with large retail chains. Bringing several producers together can make such opportunities accessible.

Next steps:

- identify producers willing to consolidate volumes and work according to common quality standards;
- develop a pilot cooperation model for consolidating products and jointly approaching buyers;
- assess the feasibility of joint investments in sorting, freezing and logistics.

5. Build a systematic approach to buyer search and market entry

Exporters should translate market data into a focused commercial approach by selecting a limited number of priority market–product–buyer combinations rather than approaching multiple markets simultaneously. The findings of this study can serve as a starting point for such prioritisation. For organic berries, Poland and the Czech Republic are currently the largest export destinations by volume, while Germany and Italy are among the highest-value destinations. For organic walnuts, the Netherlands is the leading export destination, followed by Austria, Romania, France and Germany (see Figures 8–10 and 15). These markets can serve as starting points for buyer-level analysis and further assessment of market-entry opportunities.



and validate buyer requirements before making significant investments in additional certification, packaging or processing.

Next steps:

- select 2–3 priority market–product–buyer combinations for initial testing;
- identify potential importers, distributors, processors, retailers and private-label buyers already working with the relevant product category;
- prepare an export sales package including product specifications, certifications, available volumes, minimum order quantities, packaging formats, indicative prices, delivery terms and product samples;
- contact selected buyers directly and validate their requirements regarding certification, quality, packaging, volumes and pricing;
- use buyer feedback to adjust the product offer and, where appropriate, start cooperation through samples, trial orders or small commercial shipments before scaling up supplies.

6. Use government and international support

For the berry and nut sector, it is critical to minimise risks, including the risk of selecting the wrong target market or failing to meet stringent EU quality standards. Producers should therefore make use of support available from government, private and international organisations **in areas such as market research, certification, buyer search, participation in international trade fairs and the development of export capacities.**

The Entrepreneurship and Export Promotion Office (EEPO, Ukraine) actively helps exporters participate in national collective stands at key international trade fairs, including BioFach, Anuga and SIAL.

EEPO also regularly conducts international market studies on organic products across different product categories. These can help identify promising markets and better understand consumers and trends in different countries.

Organic producers can also join the Ukrainian exporters' catalogue available on export.gov.ua. The catalogue helps foreign companies find Ukrainian partners ready to cooperate.

Organic Standard supports exporters in obtaining certification not only under the basic EU organic standard but also under other standards that provide access to European and global markets, such as Bio Suisse (Switzerland), KRAV (Sweden) and COR (Canada).

Information on support from international technical assistance projects and business support organisations is provided in the “Partners” section below.

Next steps:

- regularly monitor support programmes, grants, trade missions and collective stands at international trade fairs;
- use EEPO market studies and research from other organisations to select target markets and niches;
- update company profiles in exporter catalogues and use them to identify potential B2B buyers.

Overall, the recommendations point to the need for Ukrainian berry and nut producers and exporters to move from primarily supplying raw materials towards a more integrated, value-added export model. This involves strengthening organic certification and food safety, developing processed products and specialised B2B offerings, pooling production capacities, and making better use of available support instruments to access and diversify international markets.





CONCLUSIONS

Despite the difficult weather conditions in 2025, which led to a decrease in yields and a reduction in export volumes in physical terms by 12.4% (to 15.4 thousand tons), in monetary terms the industry's results showed rapid growth. The export revenue of Ukrainian exporters increased by 23.4%, reaching 39.8 million euros.

The commodity structure of berry exports continues to be dominated by the wild berry segment, which provides about 77% of the total export volume in natural terms. The most exported wild berry remains bilberry. Elderberry ranked second in terms of volume in 2025. The cultivated berry segment has significantly lower volumes in natural terms. However, per 1 ton they have a higher cost than wild berries. Among them, the main berries in export are raspberries and strawberries.

An important vector for the development of Ukrainian organic berry exports is the gradual transition to processed berry products. Although the basis of the industry remains primary freezing of fruits, domestic companies are also successfully mastering processing, in particular, sublimation of raspberries and bilberry.

In the cultivated berry sector, over 62% of exports go to the Czech Republic and Poland. These countries are also among the top 3 largest importers of wild berries, but here the geography is more diversified.

The export of organic walnuts is also of strategic importance for Ukraine. Ukraine has consistently maintained its status as the leading supplier of organic walnuts to different European countries. Organic walnut export volumes in physical terms almost doubled over the year, soaring from 2.6 thousand tons in 2024 to 4.9 thousand tons in 2025, and foreign exchange earnings increased by 109.5%. The key importer is the Netherlands, which accumulates almost 40% of the total export volume (acting as a walnut export hub).

Against the backdrop of the export boom, the total certified area under organic walnut plantations in Ukraine decreased by 15.6% compared to 2024 (to 469 hectares in 2025), and the number of certified operators decreased to 17. This decline occurred exclusively at the expense of walnut plantations, the area of which narrowed by 18.5%, while the cultivation of hazelnuts and almonds, although remaining at a relatively low level, demonstrates stable areas.

Thus, Ukraine maintains its position in the organic market of berries (especially wild bilberry) and walnuts in the EU. Even when the harvest falls due to adverse weather conditions, the volumes in monetary terms still grow, as Europeans are willing to pay a higher price for quality. And further development of the direction of processing berries and nuts will only strengthen Ukraine's position in the international market and finally consolidate our status as a reliable eco-partner of Europe.





PARTNERS

The Partner Section serves to show the collaborative framework that underpins the publication's objectives, highlighting how a multi-stakeholder approach unites resources and frames the efforts of diverse actors around one joint objective – better trade for smarter recovery: strengthening quality and standards compliance of Ukrainian berries and nuts. This joint intervention is much more effective than individual work. It addresses systemic positive changes in the Ukrainian berry and nut sector, taking into account the potential of the Ukrainian berry and nut sector, its needs, and challenges, as well as demand on the international market. Stakeholders contributing to the development of the Ukrainian berry and nut value chains and trade are from the public sector, non-governmental organisations, service providers, projects of international technical assistance, etc. By promoting ecosystem strengthening, this Partner section underscores the role of strategic partnerships and cooperation in driving long-term sustainability and shared impact. Crucially, it demonstrates how individual capabilities are leveraged through capacity building, while highlighting the complementarity and synergies among entities – showing that the alignment of unique strengths, resources, and technical expertise creates a sum far greater than its parts, ultimately ensuring awareness increase, scalability, innovation, and resilient implementation.



Organic Standard

ORGANIC STANDARD

LTD

The only Ukrainian accredited organic certification body approved by the European Union, Switzerland, Great Britain and Canada. Accreditation by IOAS according to ISO Guide 17065.

INSPECTION AND CERTIFICATION OF ORGANIC PRODUCTION AND CIRCULATION

For more than 15 years the quality of our services has been confirming by our reputation, we guarantee the trustworthy control and ensure individual service to each client.

We provide services to more than 400 organic operators within Ukraine. We certify all sectors of organic production and circulation, control more than 80% of organic operators in Ukraine, as well as a meaningful number of operators in Kazakhstan and Moldova.

We control more than 5 thousand of export consignments every year, have significant and up-to-date experience, set up business processes and fast service.

Organic Standard is a member of International Federation of Agricultural Movements – IFOAM Organics International and IFOAM Organics Europe, and a member of EOCC (European Organic Certifiers Council).



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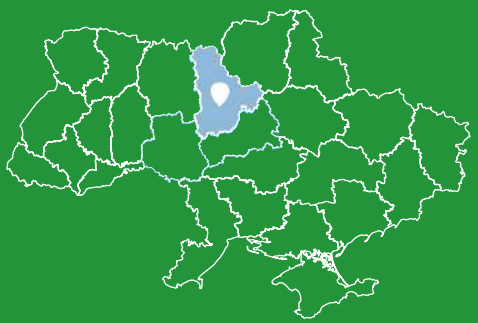
SERVICES

As accredited certification body we provide inspection and certification according to the following standards:

- ORGANIC LEGISLATION OF UKRAINE
- EU REGULATION
- CANADA ORGANIC REGIME (COR)
- DONAU SOJA AND EUROPE SOYA
- INTERNATIONAL SUSTAINABILITY AND CARBON CERTIFICATION (ISCC EU AND ISCC PLUS)
- INPUTS FOR ORGANIC PRODUCTION
- BIO SUISSE (SWITZERLAND)
- KRAV (SWEDEN)
- FAIRWILD



Sergiy Galashevskyy
General Manager



ENTREPRENEURSHIP AND EXPORT PROMOTION OFFICE

STATE INSTITUTION

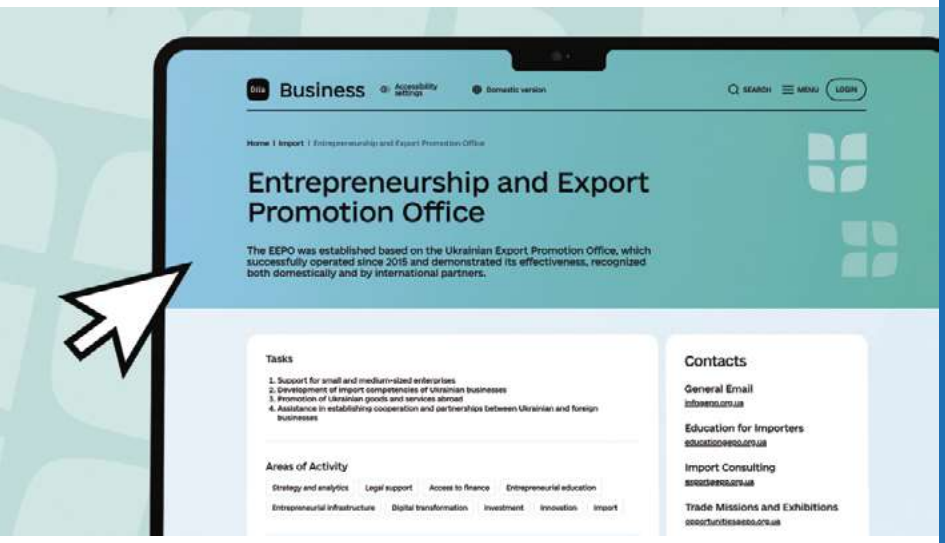
ENTREPRENEURSHIP AND EXPORT PROMOTION OFFICE

STATE INSTITUTION

The Entrepreneurship and Export Promotion Office (EEPO) is a state institution whose activities aimed at contributing to the development and support of small and medium enterprises, and supporting and promoting export of goods, works and services of Ukrainian producers.

Since May 2021, the Entrepreneurship and Export Promotion Office together with the Ministry of Digital Transformation of Ukraine is implementing a national project for the entrepreneurship and exports development Diia.Business.

The EEPO focuses on: partnership development, business opportunities, investment, innovation development, regional infrastructure development, digital transformation, business education and support of SMEs, analytics and growth and development strategies, business interaction with the state, and international cooperation.



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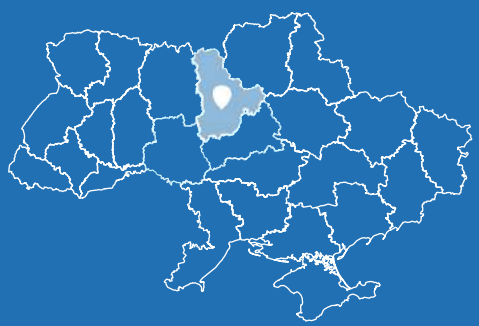
Iryna Vasylenko
Acting Deputy Director

In terms of export, the EEPO provides assistance for Ukrainian entrepreneurs in the following areas:

- Export consulting — practical advice on foreign market access and development of export potential.
- Export education — opportunities to improve knowledge and skills in order to prepare your business for export.
- Market Intelligence — analytical materials to explore potential markets for exports: trade reviews of countries, sectoral analytics, guides and information on tariff and non-tariff restrictions.
- Business opportunities — measures to expand export opportunities and search for new foreign partners: trade missions, exhibitions, and business forums.
- B2G platform — creation of opportunities for the constructive dialogue between businesses, governments and experts.



Andriy Talama
Director
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Global Quality and Standards Programme (GQSP) Ukraine

Project objectives

GQSP Ukraine supports the development of Ukrainian berries and nuts sector, with a strong focus on organic production, particularly through quality and standards compliance. The project aims to increase the competitiveness of Ukrainian SMEs by:

▶Strengthening the National Quality Infrastructure (NQI) to provide reliable and affordable quality services tailored to the needs of berry and nut producers.

▶Supporting businesses in achieving organic certification and complying with international standards and technical regulations, thereby ensuring access to market niches in the EU and globally.

▶Promoting a culture of quality and sustainability in the berries and nuts sectors, emphasizing the added value of organic products.

Activities and support for the Organic Sector

Within the framework of the project, UNIDO GQSP Ukraine organizes and supports a wide range of activities for SMEs in the berries and nuts sector, including:

▶Capacity-building programmes for berries and nuts producers on organic certification schemes compliance and export requirements;

▶Technical assistance to conformity assessment bodies, including support for accreditation processes, aimed at strengthening their capacity to deliver enhanced organic certification services for the global organic market;

▶Awareness campaigns and networking events to promote Ukrainian organic berries and nuts on foreign markets.

In a nutshell

Implementation period: 2023 – 2027

National partner: Ministry of Economy and Environment of Ukraine

Funding partner: Switzerland through the Swiss State Secretariat for Economic Affairs (SECO)

Implementation Agency: United Nations Industrial Development Organization(UNIDO)

About UNIDO

GQSP Ukraine is implemented by the United Nations Industrial Development Organization (UNIDO), the specialized agency of the United Nations that promotes inclusive and sustainable industrial development (ISID). Its main mandate is to support countries in fostering industrial growth that drives economic development, creates jobs, and reduces poverty, while ensuring environmental sustainability and advancing the 2030 Agenda for Sustainable Development.

Contact and info

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English Ukrainian

Follow GQSP Ukraine:
FACEBOOK | LINKEDIN





ORGANICINFO.UA

OrganicInfo.ua is a specialized information portal that aims to promote organic production, organic food and sustainability.

OrganicInfo – is a project of the Information center “Green dossier”, an international environmental charitable organization established in 1994. “Green dossier” aims to integrate principles of sustainable development in to society, country policies and governmental programmes by providing objective environmental and social information through mass-media, local communities, authorities, businesses, – involving all of them into practical actions. Organic agriculture – is one of the most promising activities promoting transformation to sustainable development and green economy.

And it’s very important for humanity because the agro-industrial sector provides with workplaces almost one-fifth of the world population. But at the same time, it’s one of the biggest polluters of the environment and consumers of drinking water. Organic agriculture helps to restore soil fertility, save biodiversity, reduces a negative impact on water resources.



WE PROVIDE:

Clear, professional and relevant information about organic market in Ukraine and worldwide:

- News and events;
- Organic legislation;
- Practical information for organic operators;
- Useful information about organic for consumers on regular bases.

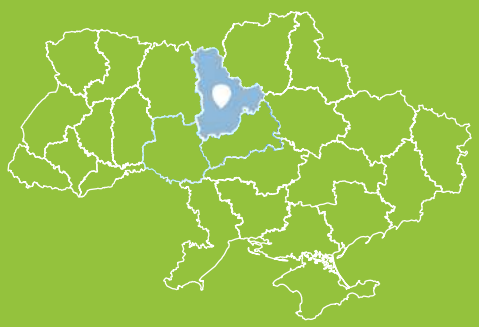
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Kateryna Shor
Coordinator



ORGANIC INITIATIVE

ORGANIC INITIATIVE

PUBLIC ASSOCIATION

Organic Initiative is a leading Ukrainian public association dedicated to developing the organic sector and representing the interests of its stakeholders in both domestic and international markets.

The association serves as a hub for entrepreneurs who produce, process, and market certified organic products, bringing together a broad range of stakeholders — from organic operators and business associations to civil society organisations, certification bodies, service providers, and international partners.

Since 2025, Organic Initiative has been a member of IFOAM Organics Europe, the largest European organisation representing the organic movement and advocating for organic agriculture and production.

The Organic Initiative public association currently has around 40 members representing organic market operators, and its membership continues to grow.



Since 2021, the Public Association “Organic Initiative” has been organizing the “Organic Day in Ukraine” Conference, the leading annual gathering of Ukraine’s organic sector. Held annually on September 23, the conference brings together key stakeholders from across the sector, including organic producers and processors, exporters, government representatives, international partners, retailers, experts, business associations, and academia.

The event serves as a platform for professional dialogue on the key challenges, opportunities, and priorities shaping the development of Ukraine’s organic sector.

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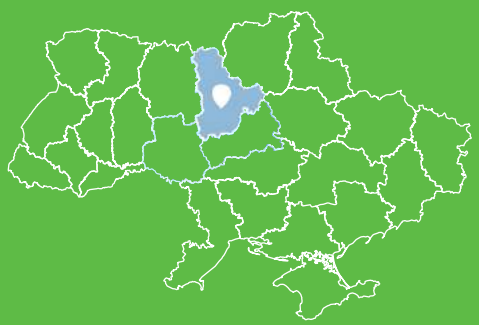
Olena Deineko
Chairman of the Board

KEY AREAS OF ACTIVITY:

- Supporting export of Ukrainian organic products (participation in B2B events, international exhibitions, trade missions, and conferences);
- Creating an enabling business environment and advocating for the interests of the organic sector;
- Developing the domestic market (cooperation with retail, access to marketplaces, and promoting organic food in public procurement);
- Strengthening competencies of organic market operators through educational programmes, trainings, and webinars

Follow Organic Initiative on LinkedIn

www.linkedin.com/company/organic-initiative-ukraine



UKRAINIAN BERRIES ASSOCIATION

UKRAINIAN BERRIES ASSOCIATION

The Ukrainian Berries Association (UBA) was founded in 2017. It is a business association that brings together all professional players of fruit and berry market. The members of the Ukrainian Berries Association are exclusively legal entities specialising in the growing and processing of berries and stone fruits, supplying planting material, plant protection products, material and technical resources, etc.; as well as cooperatives, public organisations, educational institutions, and other representatives of the sector.

UBA is an implementer of a great number of donor programmes and the organiser of leading branch events, practical business tours within Ukraine and abroad, as well as educational trainings.

The Association has active cooperation with leading experts and specialists in the fields of: agronomy, certification, jurisprudence, land relations, taxation, etc.

The Association has many years of successful cooperation with a number of international organisations and financial institutions, including EU4Business, EBRD, ITC, Canada, MEDA, UHBDP, USAID, the Kingdom of the Netherlands, and others.



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Iryna Kukhtina
President

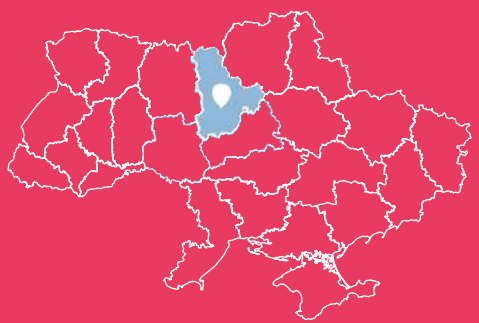
WE PROVIDE:

- Promotion and diversification of export of Ukrainian berries, fruits and products of their processing.
- Opportunity to participate in the Association's group stands at major international trade fairs such as Anuga, SIAL, Fruit Logistica, BioFach, and others.
- Information support and development of Association's members: access to contacts and supply requests from both domestic and international markets; access to a network of consultants across various fields of expertise; information on available grants, government support programs for industry development, and changes in legislation.
- Formation of the Ukraine's image on the international arena as a reliable supplier of quality production; stimulation of Ukrainian farms to the certification of production according to the international standards, adherence of packaging requirements and products branding.



Liubov Bilobrukh
Executive Director

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UKRSADVINPROM

PUBLIC UNION

The Public Union “UKRSADVINPROM” unites about 300 producers of fruit, berries, nuts and grapes, as well as the enterprises engaged in fruit and berry processing, wine production, as well as scientific institutions for introducing new scientific approaches to production.

UKRSADVINPROM promotes the introduction of new technologies of planting, processing, cleaning, storage and transportation to improve the quality of fruit and berries grown in Ukraine, confirmed by international quality certificates (Global G.A.P., ISO, HACCP, etc.).

Members of UKRSADVINPROM PU export their products all over the world. They have proved to be as reliable business partners, fulfilling their obligations to grow and deliver products specified in the contracts.

UKRSADVINPROM PU promotes contracting, formation of large production lots, as well as attracts investment in the construction of processing plants and refrigerators.



KEY AREAS OF ACTIVITY:

- Legal support
- Joint procurement
- Marketing support
- Lobbying
- Certification
- Attracting investment
- Marketing development
- Taste panel

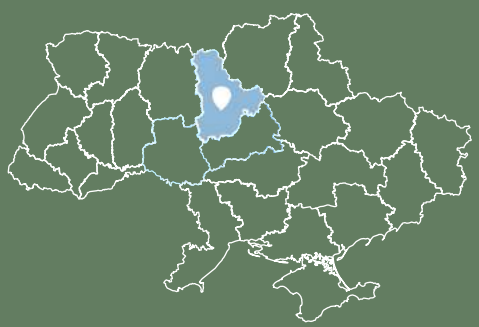
ORGANISATION CONTACTS

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Volodymyr Pechko
President



Ukrainian
Blueberry Growers
Association

UKRAINIAN BLUEBERRY GROWERS ASSOCIATION

The Ukrainian Blueberry Growers Association is a community of experts and like-minded professionals committed to advancing the Ukrainian blueberry industry. Our mission is to strengthen quality and export potential by uniting efforts across the entire supply chain — from cultivation to global distribution.

We are committed to cultivating a progressive blueberry industry — where local producers thrive and global partners rely on consistent, premium quality. Together, we grow stronger and achieve more.

The Ukrainian Blueberry Growers Association is a Country Member of the International Blueberry Organization (IBO). It represents more than 44 growers (23% of the Ukrainian blueberry market), cultivating 1,700 hectares, as well as 4 associate members. The association, together with its blueberry producers, has achieved 10+ years of steady growth and a total export volume of 4,500 t in 2025.



ORGANISATION CONTACTS

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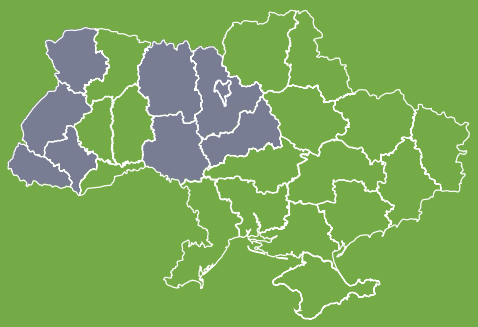
blueberry.org.ua



Nataliia Pukshyn
President

OUR OBJECTIVES:

- **Supporting Producers**: Helping growers use modern technologies, improve quality, and make production more efficient and sustainable.
- **Educational Activities:** Workshops, trainings, and conferences that share knowledge, build skills, and bring the community together.
- **Export Development:** Opening doors to international markets through joint export projects and meeting global standards.
- **Advocacy & Representation:** Standing up for members interests in Ukraine and abroad, working with government and industry partners.
- **Information Support:** Sharing timely updates on market trends, new blueberry varities, crop protection, and other key topics.
- **Sustainable Development:** Encouraging eco-friendly farming and supporting intiatives that protect natural resources for the future.



UKRAINIAN NUT ASSOCIATION

UKRAINIAN PUBLIC ORGANISATION

Ukrainian Nut Association unites breeders and nurseries of nut crops, gardeners-farmers, specialists of industrial nut orchards, processing enterprises, exporters of nuts and nut products, manufacturers of nut equipment and drip irrigation, garden designers and growing experts.

The NGO "Ukrainian Nut Association", as the industry association of the country, contributes to the increase of the area of commercial orchards of nut crops.

For the sixth year in a row, the share of newly created industrial nut orchards is the largest in Ukraine and makes up almost half of the area of all orchards in the country planted with the help of state support programs (2018-2023 - 5,602 ha of nut orchards, or 41% of the total area of all newly established orchards in the country, established with the help of government support programs).



OUR PURPOSE:

- Formation and implementation of the nut sector strategy
- Participation in the formation of agrarian policy of the horticultural industry
- Helping the nut sector reach a new level of profitable and innovative technological garden cultivation
- Development of export of nut products

ORGANISATION CONTACTS

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Hennadii Yudin
President



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SWISS-UKRAINIAN PROGRAMME "HIGHER VALUE ADDED TRADE FROM THE ORGANIC AND DAIRY SECTOR IN UKRAINE"

Short name	Quality FOOD Trade Programme (QFTP)
Development partner	Swiss State Secretariat for Economic Affairs (SECO)
Executing agency	Research Institute of Organic Agriculture (FiBL, Switzerland) in partnership with SAFOSO AG (Switzerland)
Beneficiaries	Ministry of Agrarian Policy and Food of Ukraine, State Service of Ukraine on Food Safety and Consumer Protection
Recipients	Ministry of Agrarian Policy and Food of Ukraine, State Service of Ukraine on Food Safety and Consumer Protection, State Institution "Entrepreneurship and Export Promotion Office"
Target groups	Private SMEs (producers, processors), NGOs and service providers in organic and dairy sectors, as well as relevant governmental institutions
Implementation period	01.07.2023 – 31.12.2027

The overall goal is to promote sustainable trade and create more and better jobs by strengthening the business competitiveness and capacities of SMEs in the organic and dairy sectors by pursuing two outcomes:

Outcome 1: Regulatory framework is improved and aligned with EU regulation and the business environment is enhanced

Activities related to Outcome 1 will contribute to capacity development at the government level, in particular through support on implementation and alignment of regulatory framework with the EU legislation in the organic and dairy sectors (Output 1.1). At the institutional and sectoral levels, the focus will be on strengthening the capacities and networks of public institutions and private value chain actors for effective enforcement and compliance with the legislation (Output 1.2).

Outcome 2: Trade capacity is increased in the domestic and export markets with higher value-added products in the organic and dairy sectors

Activities related to Outcome 2 will increase SMEs' trade capacities in the domestic and export markets (Output 2.1) driven by systemic capacity development involving both public and private service providers and networks to promote the application of good practices, value addition and trade development (Output 2.2).







Financial support:
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation
Швейцарська Конфедерація

Executing agency:
FiBL

Partner:
SAFOSO

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SIPPO Ukraine

SWISS IMPORT PROMOTION PROGRAMME

The Swiss Import Promotion Programme (SIPPO) operates under the mandate of the Swiss State Secretariat for Economic Affairs (SECO), as part of Switzerland's international economic development cooperation. Its main goal is to strengthen the integration of developing countries and transition economies into global trade by helping exporters overcome the so-called “last mile” – entering new markets and building lasting relationships with importers.

SIPPO supports Business Support Organizations

to strengthen the export promotion services they offer to export-ready companies. Areas of improvement include market intelligence, market orientation missions, trade fair participation, and commercial missions. SIPPO also builds the institutional capacities of BSOs – improving organisational performance so they can deliver professional export promotion services independently in the future, including strategy development, service management, and knowledge networks.



SIPPO facilitates networking and cooperation among BSOs, both within the local export promotion system and internationally – an integral part of improving their overall performance in delivering export promotion services to companies.

AREAS OF EXPERTISE

- Market research and partner identification
- Organising participation in international trade fairs, trade missions, buyer missions, and study tours
- Developing B2B contacts
- Strategic planning, organisational development, and digitalisation
- Implementing sustainable approaches to export promotion



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As a result, BSOs in partner countries become better equipped to support their exporting companies – improving their chances of entering international markets, boosting export sales, and creating new jobs.

SIPPO also cooperates closely with other Swiss Cooperation programmes, ensuring synergies and ongoing knowledge exchange.

The programme is implemented by Swisscontact in partnership with BHP Brugger & Partners and Helvetas Swiss Intercooperation. *The Phase 3 (2026–2029) is currently underway.*

In Ukraine, SIPPO works with 9 Business Support Organisations in the following sectors:

- Natural Ingredients
- Technical Wood
- Processed Food

MORE ABOUT ORGANIC IN UKRAINE

USEFUL WEB RESOURCES AND TOOLS

Trade with Ukraine

Linktree

LEARN MORE ABOUT ORGANIC SECTOR IN UKRAINE

www.linktr.ee/organicinukraine

DASHBOARD:
export of Ukrainian organic products

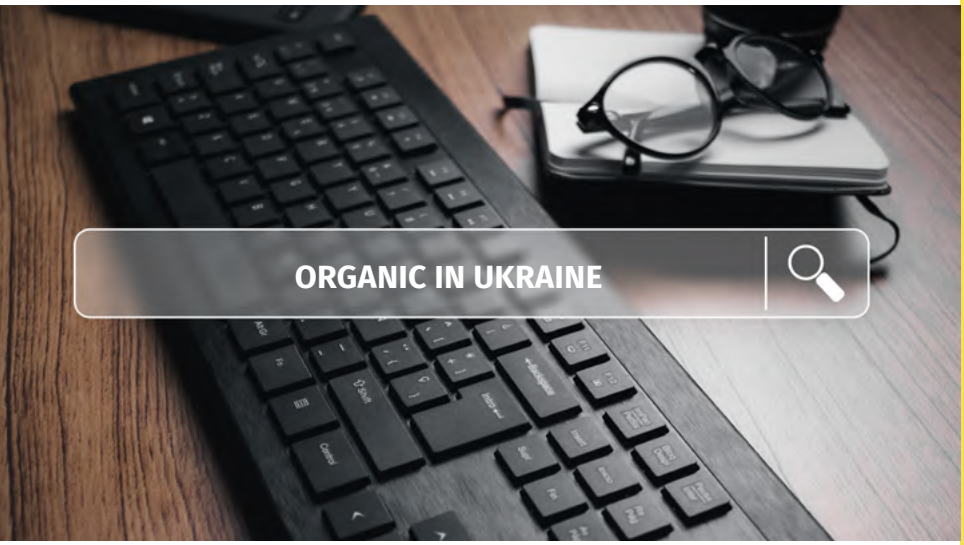
www.export.gov.ua/dashboard-on-ukrainian-organic-exports

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organicinfo

ORGANICINFO:
news, market analytics, infographics, events

www.organicinfo.ua /en



ORGANIC PRODUCT



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

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