

COLOURS by EUROPE

TASTES OF EXCELLENCE

TASTE EUROPE'S FINEST:
ELEVATE YOUR BUSINESS WITH PREMIUM EU IMPORTS

EUROPEAN UNION

ENJOY IT'S FROM EUROPE

Foreword by the Delegation of the European Union to the Republic of Korea



Ambassador of the European Union to the Republic of Korea

Celebrating the EU Agricultural Food Promotion Campaign, 'Colours by Europe, taste of excellence', I am pleased to introduce you to this overview of the taste and strength of our 27 EU Members States agricultural food products.

Europe's agricultural strength lies in its remarkable diversity, across 27 Member States, different climates, landscapes, traditions and generations of farming knowledge, which all contribute to an exceptional range of products.

This diversity is complemented by the highest standards of food safety, quality, traceability and innovation.

The EU's harmonised long-term Common Agricultural Policy (CAP) puts sustainability at its core, ensuring agriculture competitiveness and the resilience of European agriculture for future generations. It promotes climate action, responsible management of soil, water and other natural resources, the protection of biodiversity, animal welfare, while fostering innovation, quality and safety, and preserving heritage. These objectives are achieved thanks to the Geographical Indications and the EU organic system, making sure that products bearing the EU logos meet strict requirements for production and certification as defined under EU Regulations.

A number of European products presented to Korean businesses and consumers through the 'Colours by Europe, Taste of Excellence' campaign come with the guarantee of geographical indication and organic certificates, ensuring authenticity and quality. By doing so, we offer a world of culinary experiences in the safest and most controlled manner.

This brochure offers Korean consumers, retailers and food professionals the opportunity to discover Europe's agricultural and food heritage that stand for authenticity, quality and organic production, I hope that these pages will inspire new discoveries and deepen your appreciation for European products and producers.

But better yet, please come and taste for yourself. Enjoy, it's from Europe!



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Foreword by the Delegation of the European Union to the Republic of Korea. 03

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AGRICULTURE
At the heart of EU life

Agriculture in the European Union (EU) is characterised by a strong emphasis on common agricultural policies and practices. Within the EU, all farmers adhere to a set of guidelines and regulations that ensure consistency and sustainability in agricultural production. These policies aim to promote fair competition, protect the environment, and support rural development. By establishing common standards, the EU strives to guarantee high-quality agricultural products while maintaining the welfare of consumers, farmers and the environment.

Europe has a long-standing tradition of producing exceptional food products and beverages. The region takes immense pride in its diverse culinary heritage and is renowned for its high-quality agricultural products. To protect the authenticity and reputation of these products, the EU has implemented quality labels such as geographical indications (GI). These labels guarantee that products originating from specific regions are produced following traditional methods and possess unique characteristics. By safeguarding the quality and distinctiveness of products like Champagne, Parmigiano Reggiano or Vodka of Finland, geographical indications ensure consumers can trust the origin and authenticity of the foodstuffs and beverages they enjoy.

In response to the growing demand for organic and sustainably produced foods, an increasing number of farmers in the EU are adopting sustainable and eco-friendly practices. Through the adoption of organic farming techniques, reduced chemical inputs, and improved animal welfare standards, farmers are striving to meet the expectations of consumers who prioritise sustainable and ethically produced food. The EU Organic logo provides a clear and unified visual identity that helps consumers to identify products that comply with these techniques and standards.

EU - A MAJOR EXPORTER OF HIGH-QUALITY FOOD

The EU has established itself as a major exporter of agricultural products. In 2025, EU agricultural exports to the rest of the world were valued at €238.2 billion. With imports amounting to €213.5 billion, the EU recorded a trade surplus of €24.7 billion in agricultural products. Between 2015 and 2025, the value of these exports grew at an average annual rate of 4.4%.[1]

EU agricultural exports span four broad groups: animal products, vegetable products, fats and oils, and foodstuffs. In 2025, foodstuffs accounted for the largest share of exports by value (57%), followed by animal products (20%), vegetable products (18%), and fats and oils (4%).

Main Food Exports from the EU in 2025[2]

01. Beverages, spirits, and vinegar:
€36 billion

02. Dairy produce:
€20 billion

03. Meat and edible variety meats:
€17 billion

04. Fats and oils
€10 billion

04. Cereals:
€9 billion

EU-Korea: 60 years of mutually beneficial trade

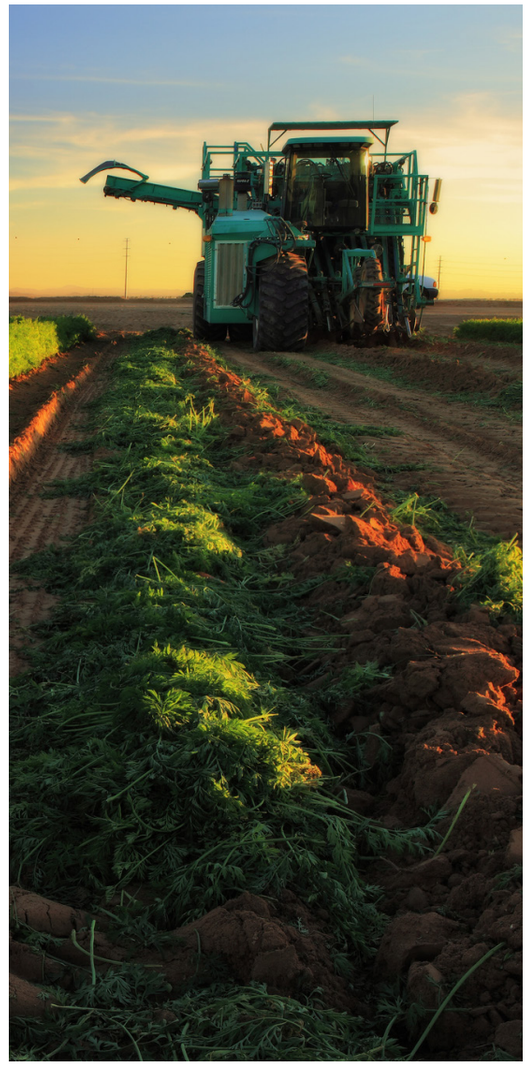
EU-Korea trade relations have reached significant milestones since the implementation of the EU- Republic of **Korea Free Trade Agreement (FTA)** in 2011. This FTA removed import tariffs on over 98% of goods within a span of five years. The impact of this agreement has been remarkable, with bilateral trade between the EU and South Korea experiencing substantial growth. Trade in agricultural products has gradually increased over the past decade. In 2025, it accounted for 3.9% of total bilateral EU-Korea trade, while EU agricultural exports to Korea reached €4.34 billion - an increase of 1.7% compared with 2024[3].

total bilateral EU-Korea trade	Total EU goods exports to Korea		
2025	2014	2024	2025
3.9%	5.2%	7.6%	8.0%

The EU- Republic of Korea FTA has provided both Parties with an expanded and secure market for goods and services, fostering a stable and predictable environment for investment.

In terms of **geographical indication (GI)** protection, the FTA has safeguarded numerous EU GIs for wines, spirits, agricultural products, and foodstuffs. Over the course of the agreement's 15-year implementation, a total of **311** EU and South Korean GIs have been protected. EU GIs such as Champagne from France, Cotnari from Romania, Ouzo from Greece, and Irish Whiskey, among many others, have received protection. Agricultural products and foodstuffs such as Gouda Holland (cheese) from the Netherlands, Lübecker Marzipan (confectionary) from Germany, Estepa (olive oil) from Spain, and Tiroler Speck (cured meat) from Austria, have also been covered.

Building on more than 60 years of diplomatic relations, the EU and South Korea continue to deepen their partnership, creating new opportunities for trade, investment and wider economic cooperation.



1. Source: Eurostat (https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20260512-2)

2. Source: Eurostat (https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Extra-EU_trade_in_agricultural_goods#:~:text=Agricultural%20products%3A%20four%20groups,-Agricultural%20products%20can&text=In%202022%2C%20the%20largest%20group,and%20oils%20(9%20%25)

3. Source:| 2026 EU-ROK TRADE and INVESTMENT RELATIONS (https://www.eeas.europa.eu/sites/default/files/2026/documents/%EC%A3%BC%ED%95%9C%EC%9C%A0%EB%9F%BD%EC%97%B0%ED%95%A9%EB%8C%80%ED%91%9C%EB%B6%80-2026%20%ED%95%9C-EU%20%EB%AC%B4%EC%97%AD%20%EB%B0%8F%20%ED%88%AC%EC%9E%90%EA%B4%80%EA%B3%84(%EC%98%81%EB%AC%B8)%20%EC%B5%9C%EC%A2%85.pdf)

2024-2025 EU27-KOREA TRADE IN GOODS BY PRODUCT CATEGORY (million €)

Product category	2024	2025	2016	2021	2024/2025
	EU trade balance		Share of EU27 imports		
Agricultural products (definition WTO UR AoA)	3,811	3,855	0,4%	0,5%	6.5%
Non-agricultural products	-16,563	-18,813	99,6%	99,5%	1.2%
HS section					
01. Live animals; animal products	1,510	1,630	0,3%	0,2%	19.8%
02. Vegetable products	461	402	0,1%	0,1%	-10.9%
03. Animal or vegetable fats and oils	306	374	0,0%	0,0%	459.0%
04. Foodstuffs, beverages, tobacco	1,328	1,218	0,3%	0,4%	2.8%

Product category	2024	2025	2024	2025
	EU imports from Korea		EU exports to Korea	
Agricultural products (definition WTO UR AoA)	451	480	4,262	4,335
Non-agricultural products	68,161	69,003	51,599	50,190
HS section				
01. Live animals; animal products	113	135	1,622	1,765
02. Vegetable products	32	29	493	431
03. Animal or vegetable fats and oils	3	18	310	393
04. Foodstuffs, beverages, tobacco	435	447	1,762	1,665

AUTHENTIC EUROPEAN FLAVOURS: *Celebrating culinary diversity*

The EU places great emphasis on preserving and promoting the **authenticity** of its food products. The traditions and local practices that have been passed down through generations play a significant role in creating the distinctive tastes and recipes found in European cuisine. From the production of olive oil in Greece to the confectionery treats of Belgium, each region within the EU has its own unique techniques and know-how that contribute to the authenticity of its foodstuffs.

One important aspect of ensuring the authenticity of European food products is the **Protected Designation of Origin (PDO)** and **Protected Geographical Indication (PGI) labels**. These labels guarantee that a product is made in its specific region of origin, utilising the traditional methods and expertise inherent to that area. By linking a product's name to a particular region, PDO and PGI labels prevent it from being reproduced elsewhere. This provides both consumers and producers with protection against infringements and counterfeiting and ensures that the unique qualities of each region's products are preserved.

There is a wide range of products across different categories that enjoy PDO or PGI protection in Europe. For instance, Halloumi, the renowned cheese from Cyprus, holds PDO status and is known for its rich, tangy flavour that comes from the native flora consumed by the local breeds of goats, sheep and cows. Other notable examples include Brie de Meaux from France, Jambon d'Ardenne from Belgium, and Elia Kalamatas olives from Greece. These products are deeply connected to their regions of origin, incorporating distinct local ingredients and production methods that contribute to their unique flavours and characteristics.



EU FOOD: SAFE AND TRUSTWORTHY

When it comes to food safety, the EU sets the bar high, prioritising trust and traceability throughout the entire food supply chain. The EU strictly monitors and enforces health and safety standards to ensure the safety of food at every stage, from production and processing to distribution. Rigorous controls are in place to oversee various aspects such as pesticides, packaging, disease prevention, and hygiene rules, among others. These measures not only safeguard human health but also protect the well-being of plants, animals, and the environment.

One key aspect of EU food safety is **traceability**, which is mandatory for all food and feed businesses. This means that every food product, feed, food-producing animal, or substance can be tracked from its production and processing stages to its distribution, even if it has already reached South Korea. Animal welfare is another fundamental consideration in EU food production. The EU adheres to some of the highest standards for animal welfare globally. Recognising that healthy and well-treated animals provide higher quality and safer products, the EU ensures that animal welfare practices are rigorously enforced.

The EU's **food safety** model is underpinned by robust legislation that is harmonised and mandatory across all EU countries at three levels: European, national, and business operator. These controls are complemented by comprehensive training programmes provided to food authorities, ensuring that all standards and regulations are correctly implemented.

EU food safety is built on four key principles: animal health, plant health, food hygiene, and contaminants. Sanitary controls are in place to monitor and treat animal diseases, and the movements of farm animals are meticulously logged to enable traceability. The EU also sets maximum acceptable limits for contaminants in animal feed and food, safeguarding consumers from harmful substances.

With its unwavering commitment to food safety, trust, and traceability, the EU provides South Korean businesses and consumers with the assurance that EU food and drink products meet the highest standards of quality, safety, and ethics.



Growing Attention to Sustainability

The EU is taking proactive measures to address growing public concerns about sustainability in the food chain. With the aim of achieving some ambitious targets by 2030, including a 30% reduction in food waste and the transformation of EU food systems to ensure everyone has enough affordable, nutritious food to lead a healthy life, the EU is striving to make its environmental and sustainable food production standards among the highest in the world. This shift towards organic agriculture not only promotes healthier ecosystems but also reduces the overall use and risk of chemical and hazardous pesticides by 50%.

Furthermore, the EU is leveraging its position as a global leader in agricultural biotechnology to promote organic alternatives for fertilisers and other inputs. Compared to similar countries, European producers already use significantly less energy in their production processes, resulting in fewer energy-related greenhouse gas emissions from agriculture. Consumers are also provided with a clear and reliable way to identify sustainable options through the EU's **Organic Logo**, which encompasses a wide range of organic products. By choosing these products, consumers can actively support sustainable agriculture while enjoying delicious and wholesome food and beverages.



Unparalleled Quality: Elevate Your Business with Premium European Food and Beverages

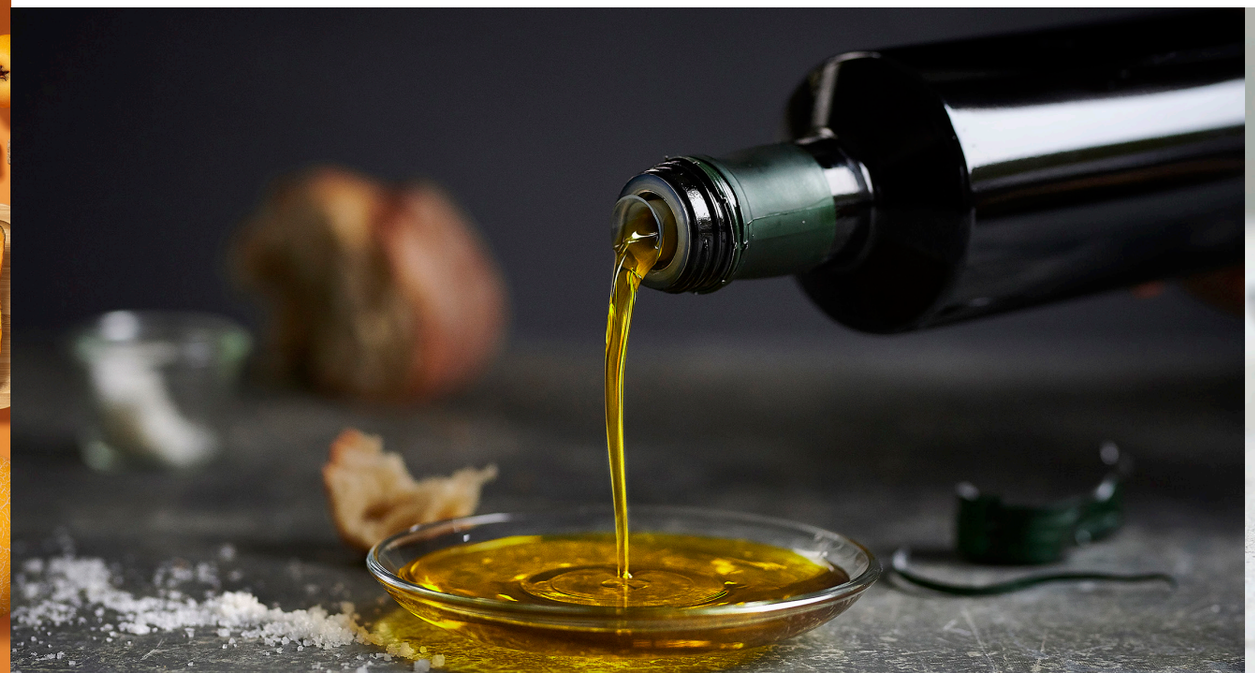
The unparalleled quality of food and drink produce from the EU presents exciting opportunities for businesses worldwide eager to pass on this excellence to their customers. From the moment our agricultural food products leave the farm until they reach consumers' plates in South Korea, we guarantee excellence at every step.

EU farmers and producers are renowned for their expertise and dedication to quality. Combining traditional techniques with innovative agricultural methods and storage technologies, they ensure that each product meets stringent production standards and undergoes rigorous quality controls.

In the EU, animal breeding is taken to new heights of excellence. Celebrated breeds such as Charolais, Holstein Friesian, and Chianina, among others, originate from Europe. These heritage breeds have been carefully nurtured over generations, as the EU strictly regulates the use of growth promoters such as hormones or antibiotics, to provide exceptional meat and dairy products, known for their tenderness, flavour, and quality. Similarly, fertilisers used in fruit and vegetable harvests are strictly regulated, guaranteeing that only the finest, natural produce makes its way to your table.

One of the remarkable aspects of European cuisine is its incredible range of flavours. The diverse soils, climates, and cultural influences across Europe result in a delightful array of agricultural food products. From delicate cheeses and aromatised wines to succulent meats and flavourful fruits, our continent's culinary heritage offers an unparalleled diversity that represents a unique opportunity for businesses worldwide.

With the EU's strict standards, quality controls, and commitment to preserving traditional production methods, you can trust that every bite of European food and sip of European drink delivers an authentic, superior experience. Our **labels** proudly signify authenticity, high quality, and adherence to stringent safety standards, ensuring that you can indulge in the very best that Europe has to offer.



QUALITY LABELS

Protected Designation of Origin (PDO)

The European Union's Protected Designation of Origin (PDO) label is a prestigious certification granted by the European Union to products that have a strong connection to the specific region where they are produced. It ensures that all stages of production, processing, and preparation take place within that designated area, guaranteeing the authenticity and quality of the product.

Examples of PDO-protected products include Roquefort, a renowned French cheese made from unpasteurised sheep's milk. Its distinctive blue veins, caused by the Penicillium mold, contribute to its complex and pungent flavours. Hollandse Gouda PDO from the Netherlands is another PDO-protected cheese, known for its high-quality production methods and unique taste. Bovški sir from Slovenia is also PDO-protected, showcasing the region's traditional cheese-making techniques.

For those seeking exceptional wines, PDO-labelled options are available as well. Burgundy, a region in France, offers PDO wines that elevate the drinking experience to new heights. Additionally, Kremstal, a cool white wine from Austria with a PDO designation, is worth exploring for its refreshing qualities. Tiroler Bergkäse, a mild-flavoured mountain cheese from Austria, has earned its PDO status, representing the rich culinary heritage of the region. When it comes to olive oil, Aprutino Pescarese, a fruity extra virgin olive oil hailing from Italy's Abruzzo region, carries the PDO label, signifying its origin and quality. Sitia Lasithiou Kritis, an aromatic and viscous olive oil from Greece, also holds the PDO distinction, highlighting its unique production methods and flavours.



QUALITY LABELS
Protected Geographical Indication (PGI)

The Protected Geographical Indication (PGI) is a label that ensures a specific connection between a region and the name of a product. It guarantees that at least one stage of production takes place within the designated region, thereby highlighting the unique qualities and heritage associated with that area.

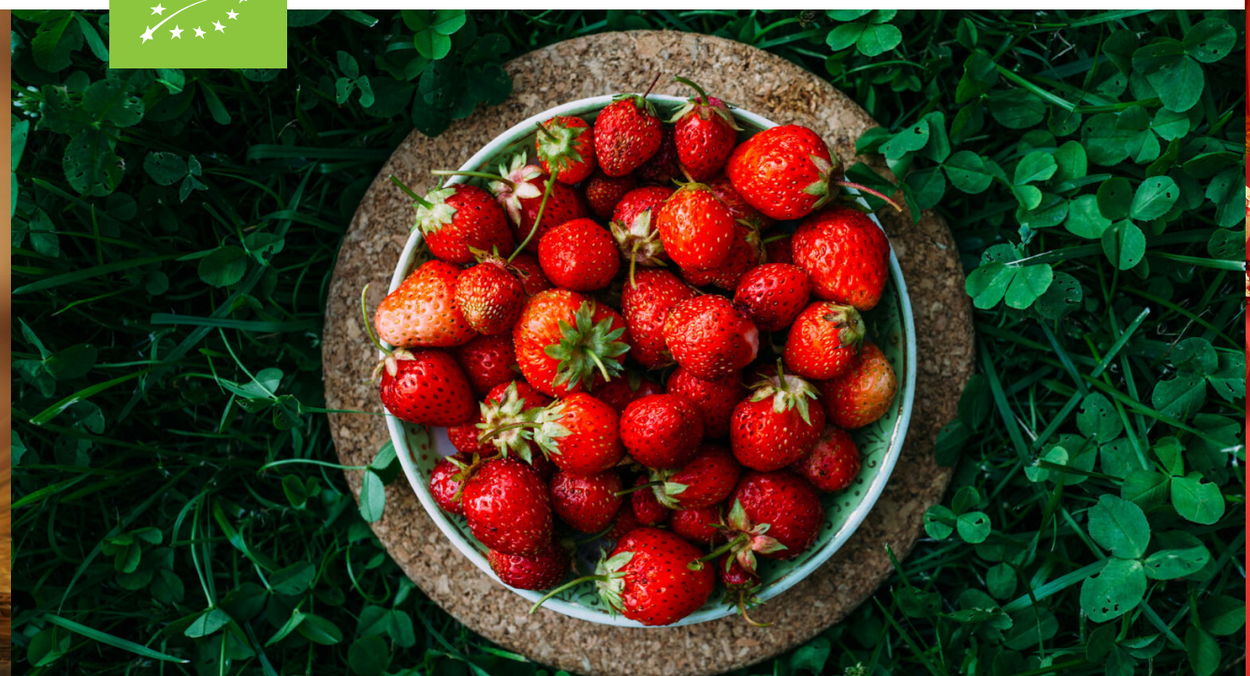
Some notable examples of PGI protected products include Salame Piemonte from Italy, renowned for its distinctive flavour and traditional production methods. Germany's Thüringer Leberwurst, a high-quality liver sausage, also carries the PGI designation. Additionally, Gornooryahovski sudzhuk from Bulgaria, a dried sausage with a rich history and specific regional characteristics, is protected under the PGI scheme. Other PGI protected products include Českobudějovické pivo, a beer that has been brewed in the Czech city of Ceské Budejovice since the 13th century; Kaimiškas Jovarų alus, a naturally-fermented beer from Lithuania; and Pizzoccheri della Valtellina - a hearty, flat, buckwheat noodle from Italy's Lombardy region.



QUALITY LABELS
The EU Organic logo

The EU awards its Organic Logo to food and drink products that adhere to strict regulations governing organic food production. This label guarantees that certified organic products have met rigorous criteria in terms of their production, processing, transportation, and storage, while minimising their environmental impact. It promotes responsible energy and resource usage, biodiversity conservation, and the maintenance of high standards of animal welfare. By displaying this logo, consumers can trust that the product has been certified by an authorised control agency or body, and it assures them that at least 95% of the ingredients are organic, with the remaining 5% also meeting stringent requirements. Furthermore, the EU Organic Logo is accompanied by a control body code number and information regarding the origin of the agricultural raw materials used.

The variety of organic products within the EU is vast and diverse. For instance, Italy offers organic apple cider vinegar, a tangy and flavourful condiment that is produced using traditional methods and organic apples. In the Netherlands, you can find organic sweet corn, which is grown without synthetic pesticides or fertilisers, allowing consumers to enjoy its natural sweetness with peace of mind. Spain boasts organic hojiblanca extra virgin olive oil, a high-quality oil made from olives cultivated using organic farming practices. Belgium provides a range of organic frozen fruits, ensuring that consumers can enjoy the convenience of frozen produce while still prioritising organic and sustainable choices. Lastly, Romania is renowned for its organic wines, the country offers a wide range of red, white and rosé wines made from organic grapes, offering a flavourful option for wine enthusiasts seeking organic alternatives.



Colours by Europe:
a wide palette from the EU

Meat

Meat from the European Union (EU) stands out for its authenticity, quality, and safety, thanks to the strictest food production and safety regulations implemented by the EU. The EU places a strong emphasis on animal welfare, ensuring that meat products are produced with utmost care and full traceability.

Europe is renowned for the high quality of its beef. In particular, Irish Aberdeen Angus is exported worldwide thanks to its reputation as top-quality **beef**. The traditional beef breeds raised by European farmers have been selected for the quality of their meat and their ability to adapt to the local climate. They include the world-famous French breed Charolais, Holstein Friesian – originally from the Netherlands and northern Germany – and the Italian breed Chianina.

Pork also has a rich history in European cuisines, and this is evidenced by a remarkable diversity of pork products, such as sausages, dry-cured hams, wet-cured hams, and a myriad of other cold cuts and charcuterie recipes. These traditional European pork delicacies have been perfected over centuries, reflecting the deep respect European farmers have for their livestock, protecting them from diseases and mistreatment.

In addition to pork, Europe offers a wide variety of high-quality meat and poultry products, both fresh and cured, making it an ideal choice for anyone looking to explore European cuisine. The European meat and poultry products not only adhere to stringent production safety standards but also boast excellent quality and are produced using traditional methods, resulting in delectable flavours. European cuisine also embraces salted, smoked, and dried meat, with an extensive range of sausages available, from mild and juicy to highly spiced. With protected **geographical indications (PGI)** and **protected designation of origin (PDO)** labels, Europe ensures the authenticity and origin of its meat and poultry products, guaranteeing their quality and tradition.

When it comes to European **poultry** there is a wide range on offer, with France offering its renowned chickens and turkeys, from Bresse, each respectively protected as Dinde de Bresse PDO and Poulet de Bresse PGI, as well as the geese from Anjou the Oie d'Anjou PGI. These premium poultry breeds offer exceptional taste and texture, enhancing any dish. Alternatively, to infuse a taste of Europe into your favourite chicken recipes, consider using Coucou de Malines chicken from Belgium, renowned for its superior quality and flavour.



Cheese & dairy

EU cheese and dairy products embody tradition, authenticity, diversity, traceability, and innovation. From the first spoonful of creamy yogurt at breakfast to a delectable cheese plate at dinner, European dairy products are a staple on tables worldwide. The region's cheese and dairy producers possess a wealth of expertise, combining time-honoured techniques with innovative practices to ensure freshness and safety throughout the entire production process. This commitment to excellence is intricately tied to the diverse European landscape, which nurtures herds of cows, goats, sheep, and buffalo, yielding high-quality milk.

One example of European cheese is Roquefort, a distinctive blue cheese from France. Its production requires milk exclusively sourced from a specific breed of sheep and aging in the natural caves of Roquefort-sur-Soulzon, granting the Protected Designation of Origin. This geographical indication safeguards the cheese's authenticity, linking it directly to the skill and knowledge of farmers and producers.

But this is just one example, the EU boasts an enormous range of cheese varieties that captivate palates across the continent. Denmark's Danablu PGI cheese entices with its creamy texture and tangy flavour, while cream cheese from Poland is a smooth and spreadable delight. Emborg cheese from Germany showcases the nation's dedication to craftsmanship, while the truffle cheese from the Netherlands adds a gourmet touch to any dish. Spain contributes to the tapestry of flavours with its goat cheese infused with papaya, offering a unique blend of sweet and savoury. Lastly, smoked cheese from Lithuania tantalises taste buds with its rich, smoky notes. These examples illustrate the incredible diversity and innovation found within the EU's cheese and dairy industry, providing an endless array of options to satisfy every cheese lover.



Colours by Europe:
a wide palette from the EU

Cereals, bread and pasta

Cereals, bread, and pasta hold a special place in European cuisine, characterised by tradition, diversity, and uncompromising quality. Wheat, barley, rye, oat, and rice fields have nourished the European population for centuries, adapting to evolving culinary preferences without compromising their nutritional value. Rich in vitamins, carbohydrates, oils, proteins, and fats, these time-tested ingredients continue to be at the heart of European diets. To ensure the utmost quality, EU cereals undergo standardised inspections that aim to prevent food-borne diseases and contamination. Additionally, there has been a notable increase in the percentage of organic farming land in the EU, reflecting a growing demand for organic cereals and a commitment to sustainable agriculture.

The EU also recognises the importance of catering to diverse dietary needs and preferences, leading to the rise of gluten-free options, GMO-free pasta, and other alternatives. As more individuals seek gluten-free alternatives due to allergies or dietary choices, the EU has responded by expanding its range of gluten-free cereals, bread, and pasta. These products provide a safe and delicious option for those with gluten intolerance, allowing them to enjoy European culinary traditions without compromising their well-being. Furthermore, the EU places a strong emphasis on GMO-free practices, ensuring that consumers have access to pasta made from non-genetically modified grains. This commitment to transparency and consumer choice has fostered trust and satisfaction among individuals seeking GMO-free options in their cereal and pasta selections.



Chocolate and confectionery

When it comes to chocolate and confectionery, Europe is renowned for its tradition, authenticity, quality, and remarkable diversity. The EU's mandatory labelling standards ensure that chocolates, pastries, and biscuits produced within its borders adhere to the highest standards of ingredient quality and safety. This allows consumers to easily identify allergens and cater to their dietary restrictions.

One notable example of European chocolate craftsmanship is found in the dark chocolates from Belgium. Renowned for their exceptional quality, these chocolates offer a healthier option for those seeking a more intense cocoa experience. Belgium's artisanal chocolatiers have been tantalising taste buds since the 17th century, using premium cocoa and refined flavours to elevate the palate.



Colours by Europe:
a wide palette from the EU

Wines, beers and spirits

Wines

Discover the world's leading wine producers in the European Union. Italy, Spain, France, Portugal, Germany, and Hungary are just a few of the countries renowned for their exceptional wines. With 45% of the world's wine-growing areas, 65% of global production, 60% of global consumption, and 70% of wine exports, the EU is a wine industry powerhouse. Experience the authenticity and quality of EU wines protected by PDO and PGI labels, such as the golden-green Croatian Graševina white wine or Hungary's honey-scented Tokaji.

Beers

Discover the world's leading wine producers in Europe is a beer lover's paradise, with a vast range of styles, flavours, colours, and strengths. From Lithuanian lagers, Pilsners, ales, porters, and hefeweizens to the timeless German wheat beer with countless varieties to choose from, the options are endless. Consumers can enjoy the rich history and heritage behind EU beers protected by EU quality assurance schemes. In addition, sustainable farming methods and rigorous quality controls guarantee a superior beer-drinking experience.

Spirits

The EU offers a captivating world of spirits, carefully crafted under a clear legal framework. With a focus on sourcing quality raw materials from agriculture, the EU takes pride in its spirits. Among the options available, consumers can savour the richness of Swedish Aquavit, Polish Vodka, and Irish Whiskey, each crafted to recipes handed down for generations. Rest easy knowing that these spirits are distilled with the utmost care, adhering to the highest quality and safety standards. Each bottle represents Europe's diverse heritage, distilled into an authentic and unparalleled experience.







Fruit and Vegetables

Europe's diverse landscape offers a remarkable range of high-quality fruits and vegetables that can elevate your business to new heights. When you choose EU fruits and vegetables, you're selecting produce that has been nurtured in ideal climates and specific soil conditions, using carefully managed cultivation practices. This commitment to excellence is further reinforced by stringent EU standards regulating the use of pesticides and other chemicals, ensuring the safety and integrity of European fruits and vegetables.

The EU boasts a vast array of fresh produce, from staples like potatoes, carrots, and tomatoes, to peppers, cucumbers, leafy greens, root vegetables, fresh pulses and many more. In addition, Europe's top fruit selections, including apples and oranges, are just the beginning of the wide variety available. From peaches and pears to exotic options like avocados and mangoes, Europe's fruit offerings are diverse and abundant. Over 400 of these products hold PDO and PGI labels[4,5,] such as "Stupavské zelé" sauerkraut PDO from Slovakia, "Brabantse Wal" asperges PDO from the Netherlands or "Lički krumpir" potatoes PGI from Croatia, to name but a few. Many of these also bear the EU Organic Logo, signalling even higher cultivation and processing standards.

From a business perspective, EU farmers adhere to rigorous agricultural practices and certified production methods, ensuring that their products are not only safe but also sustainably produced. Europe takes pride in delivering fresh, healthy, and high-quality products that will captivate your customers.

[4.] https://ec.europa.eu/agriculture/eambrosia/geographical-indications-register/

[5.] PDO, PGI and Organic Fruit and Vegetables. Find out more. (ilovefruitandvegfromeurope.com)



Colours by Europe:
a wide palette from the EU

Olive oil

Olive oil production in the EU benefits from a perfect environment, deep-rooted traditions, authenticity, and unwavering commitment to quality. The EU holds the distinction of producing around 70%[6] of the world's olive oil, with a remarkable diversity of over 100 different varieties available[7]. Prominent olive oil-producing countries within the EU include France, Greece, Italy, Portugal, Spain, Croatia and Slovenia. Throughout the production process, every stage is closely monitored and tested by experts to ensure authenticity, safety, and adherence to rigorous quality standards. To further guarantee the integrity of the product, all olive oils packaged within the EU must feature a secure seal that prevents tampering. Oils from seeds and nuts also benefit from the EU's high standards. There are several examples of PDO and PGI olive oils, which further highlight the commitment to quality and regional distinctiveness. For instance, Croatia offers an olive oil with black truffle flavour, combining the richness of olives with the earthy essence of truffles. Greece boasts the "Kalamata" PDO extra virgin olive oil, known for its exceptional quality and distinct taste. Jointly Croatia and Slovenia are holder of the PDO "Istra" extra virgin olive oil that showcases the unique characteristics of the Istrian region. These PDO and PGI designations emphasise the importance of preserving traditional production methods and maintaining the authenticity and heritage of these oils.

The EU's dedication to tradition, authenticity, and quality establishes it as a leader in olive oil production, offering an extensive array of choices for olive oil enthusiasts worldwide. Whether it's Spain's "Antequera" extra virgin olive oil, known for its light body with subtle hints of bitterness and piquancy, or Portugal's "Azeite de Moura", which holds the PDO designation, olive oil importers and distributors have the opportunity to explore a wide range of flavours and experiences originating from different regions within the EU and beyond.

6. https://oliveoileu.jp/en/european-olive-oil.html

7. https://www.tasteatlas.com/100-most-popular-olive-oils-in-europe



Get in touch

List & contact details of Trade Promotion Organizations (TPOs) and Associations of Producer Organisations (APOs).

AUSTRIA

Agrarmarkt Austria

- Kontakt | AMA - AgrarMarkt Austria
- https://www.ama.at/fachliche-informationen/lebendrinderkennzeichnung/kontakt

BELGIUM

AWEX

- Les services de l'Awex - Wallonia.be - Export Investment
- https://www.awex.be/

Flanders Investment & Trade

- Les services de l'Awex - Wallonia.be - Export Investment

hub.Brussels

- www.hub.brussels/en/brussels-invest-export/

VLAM

- Vlaams Centrum voor Agro- en Visserijmarketing (vlaanderen.be)
- https://www.vlaanderen.be/vlam/

BULGARIA

Bulgarian SMEs Promotion Agency

- The Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA) (government.bg)
- https://www.sme.government.bg/en/

CYPRUS

Ministry of commerce

- meci.gov.cy

CZECHIA

CzechBusiness

- https://czechbusiness.gov.cz/

DENMARK

Embassy of Denmark in Korea

- https://um.dk/sydkorea/en/

ESTONIA

Enterprise Estonia

- About the organisation - EAS
- https://eas.ee/en/about-the-organisation/

FRANCE

Business France

- Business France: international development of France Business France
- https://www.businessfrance.fr/en/home

FINLAND

Business Finland

- https://finlandabroad.fi/web/kor/trade-promotion-services-and-experts

GERMANY

Germany Trade and Invest BVE

- BVE - Market Info - The German Food Markets (bve-online.de)
- https://www.bve-online.de/english/market-info

GREECE

Enterprise Greece

- Our Profile - Enterprise Greece
- https://www.enterprisegreece.gov.gr/en/about-us/profile

HUNGARY

Hungarian Export Promotion Agency HEPA

- Hungarian Export Agency (hepa.hu)
- https://hepa.hu/en

IRELAND

Board Bia

- Bord Bia - The Irish Food Board
- https://www.bordbia.ie/

ITALY

Italian Trade Agency

- Home | Italian Trade Agency (ice.it)
- https://www.ice.it/en/

LATVIA

Investment and Development Agency of Latvia

- Latvijas Investīciju un attīstības aģentūra https://www.liaa.gov.lv/env

Latvian Chamber of Commerce and Industry (LCCI)

- LTRK - https://ltrk.lv/en/homepage/

LITHUANIA

Innovation Agency Lithuania

- innovationagency.lt

LUXEMBOURG

Luxembourg Trade and Invest

- https://luxembourgtradeandinvest.com/knowledge-hub/agrifood

MALTA

Malta Food Agency

- https://foodagency.mt/

NETHERLANDS

RvO

- Rijksdienst voor Ondernemend Nederland (rvo.nl)
- https://www.rvo.nl/

PORTUGAL

AICEP

- aicep Portugal Global
- https://www.portugalglobal.pt/EN/Pages/Index.aspx

SLOVENIA

Spirit Slovenia

- Javna agencija | SPIRIT Slovenija (spiritslovenia.si)
- https://www.spiritslovenia.si/

SPAIN

ICEX

- ICEX España Exportación e Inversiones https://www.icex.es/

FIAB

- FIAB | FIAB Federación Española de Industrias de la Alimentación y Bebidas https://fiab.es/

SWEDEN

Business Sweden

- South Korea - Business Sweden https://www.business-sweden.com/expand-globally/markets/asia-pacific/south-korea/



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www.colours-by-europe.campaign.europa.eu/en