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MINISTRY OF AGRICULTURE
OF THE CZECH REPUBLIC

POTENTIAL OF ANIMAL FEED EXPORT TO UKRAINE

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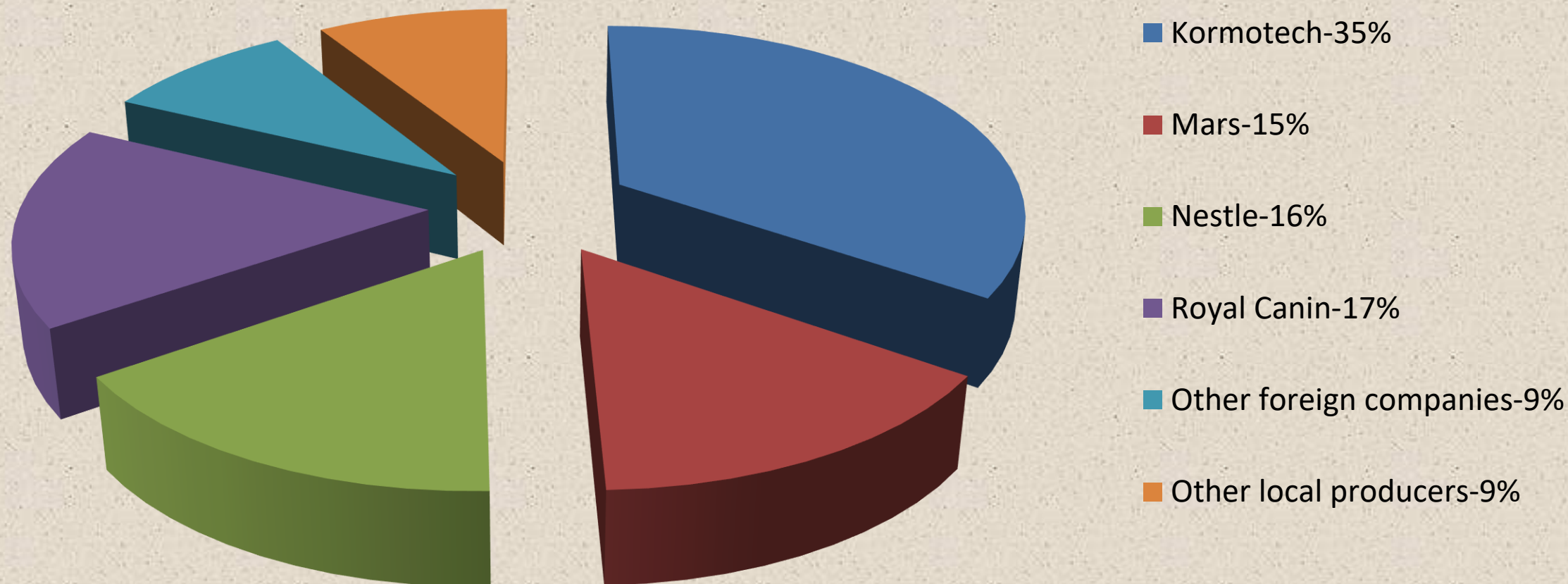


Ukrainian market

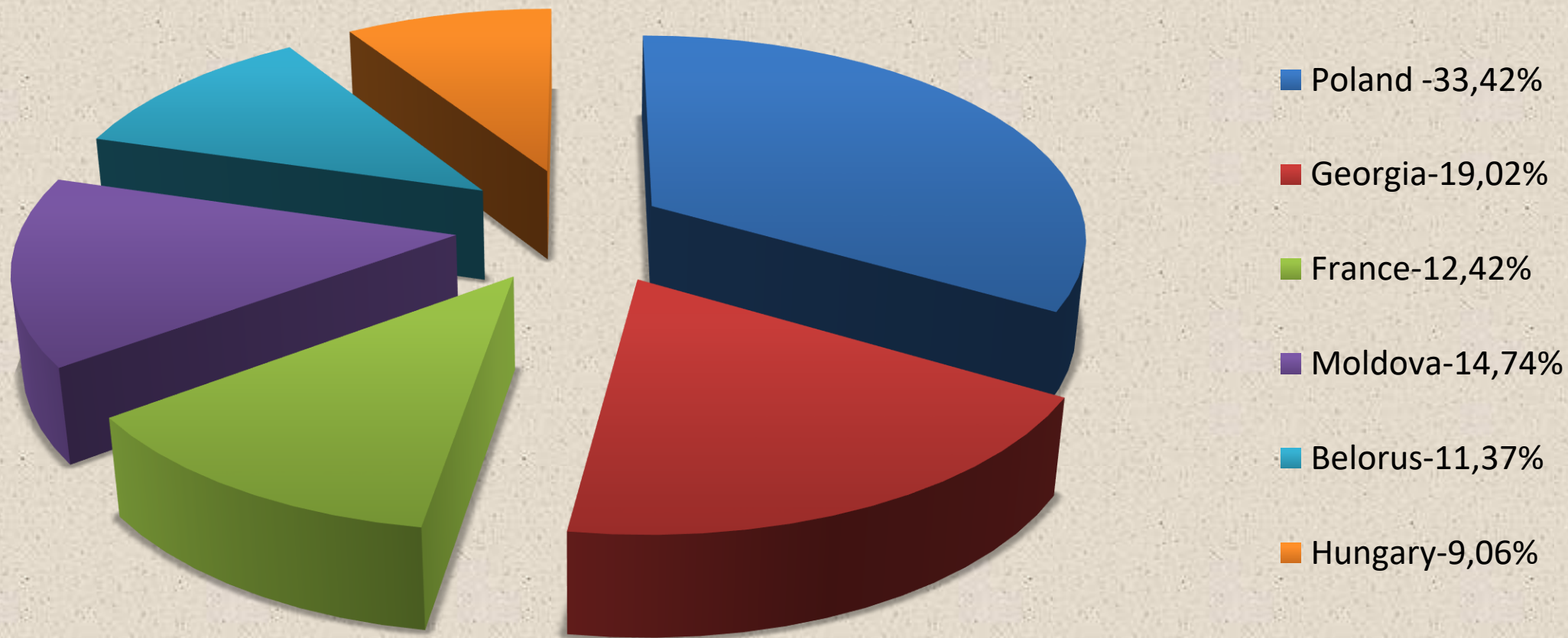
- Exists 20 years, young but fast growing
- Position number 8 in top 10 growing countries
- Ukrainians usually buy food for their animals in the store, namely 47 %
- 38 % feed their own animals, combining purchased feed with regular food
- 15 % of respondents feed them "From desk"(own consumption food)
- Growth 20-30 % per year
- 35 % of the national market – local producers, 25 % in money
- Mars, Nestle – 65 % of import



Division of the feed market in Ukraine by producers in kind, 2020



Import of fodder and ingredients in 2019



Top 10 importing countries

millions USD



Cat and dog, packed food for retail trade(23091 custom code).



Animal fodder sector in Ukraine



Small domestic animals:

- Imported – 68 %
- Local produced – 32 %

Top 5 importing producers:

Royal Canin, Hills, Acana, Meradog, Purina (premium class). Preferable for Associations.

Local producers:

Optimeal, Kormotech

**Market value: 300 mil. USD/year
(22 billions USD in EU to compare)**



Large domestic animals:

- Imported – 27 %
- Local produced – 73 %

Ingredients and components +30 % value from 2020 for local producers.

Top 5 importing producers:

Josera, Cargill, Biochem, LG, Throw Nutrition (micro-, macro-). Import ingredients, unavailable to produce in Ukraine and only for own consumption.



The Ukrainian market of cat and dog food has entered its "golden era".
There are about 100 world brands on the market, 6 domestic manufacturers.

Best sellers or unequal quality products on the market

- ❑ Animal fodder for small domestic animals, packed, medium price and quality (to analyze current situation with buyers possibility of citizens and cultural aspects)
- ❑ Wet feed from 70-80% of meat
- ❑ Milk powder, all balanced, for calves. Should be acceptable for feeding stations.
- ❑ Micro- and Macro- elements, balanced for large animals, fodder factories
- ❑ Services due to consulting rations for all types of animals, balancing due to current health, activities, quality of harvested crops, method of keeping animals
- ❑ Complex fodders (pre-starter, starter, finisher, grover)



Recommendations for imports to Ukraine



- ❖ Custom – from 0% up to 10%, depending of custom code, VAT and spends for certification.
 - ❖ Certification, expensive, long term process.
 - ❖ Be prepared for unfair play, might use commission from sales.
 - ❖ For fast promotion on local market – trusted partner, not involved in “fake” or spoiled products sales, without debts.
 - ❖ Constant law and controlling acts changing, result common system of quality with EU.
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- ❖ Promoting products, admitting thematic exhibitions and events.
 - ❖ Personal plan of sales, including B2B due to COVID activity and safe measures.
 - ❖ Should count for small sales from the start.



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THANK YOU!

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