



Table olive market: progress in 2013/14

According to the provisional figures for the 2013/14 crop year, **world table olive production** looks set to be similar to the season before, lying at around 2 511 500 t. The member countries of the IOC will produce more than 91 pc of world tonnage this season. Compared with 2012/13, the share of the EU producer countries in the IOC total will drop overall by 6 pc. Production will be higher in Spain (up by 16 pc to 569 800 t) and Portugal (up by 9 pc to 13 600 t) but lower (-49 pc) in Greece due to bad weather and in Italy (-45 pc). In the rest of the IOC Members the provisional figures point to a 4 pc increase in production versus 2012/13. Turkey, where table olive production has been climbing constantly over the years, is expected to produce a record 430 000 t, equating with 5 pc growth. Output is expected to total 400 000 t in Egypt (-12 pc), 168 500 t in Algeria (-4 pc), 140 000 t in Argentina (+133 pc), 134 000 t in Syria (no change), 100 000 t in Morocco (no change), 68 000 t in Iran (+74 pc) and 25 000 t in Jordan (-11 pc). Production by non-IOC member countries will be at around the same level as the season before (222 000 t).

Consumption in 2013/14 is expected to be slightly down on the season before while exports are lower than imports (Table 1). Section I.2 gives more information about table olive imports in 2013/14.

TABLE OLIVES	2012/13	2013/14
Starting stocks	593.5	500.5
Production	2505	2511.5
Imports	666.5	658.5
Consumption	2572.5	2529.5
Exports	692.0	648
Ending stocks	500.5	493.0
Stocks / Exports-Imports	-93.0 / 25.5	-7.5 / 10.5

Table 1 – World table olive statistics for 2012/13 (final) and 2013/14 (provisional)

Spanish olive oil exports in the first half of 2013/14

Spain's bumper harvest this season is making itself felt in the aggregate of its olive oil exports to countries outside the EU plus deliveries inside the EU, which together totalled 562 824 t in the first six months of the crop year (October 2013–March 2014), thus showing 64 pc growth on the same period in 2012/13. Intra-EU deliveries of Spanish olive oil amounted alone to 401 725 t. Ninety-two per cent of this tonnage has gone to Italy (247 863 t, i.e. +144.5 pc), 57 761 t to Portugal (+19.6 pc), 43 375 t to France (+29.3 pc) and 22 251 t to the United Kingdom (+6 pc). The remainder is split among the other EU countries. Spanish exports of olive oil to non-EU countries total 161 100 t, representing an increase of 40.1 pc versus the first six months of 2012/13. In volume terms exports to the United States have increased 140 pc, totalling 58 650 t, as have exports to Japan (+24.5 pc), Australia (+24.9 pc), Russia (+38.9 pc) and other countries with smaller volumes. Exports have only fallen to China (-29.4 pc) and Brazil (-34.2 pc).

Fancy Food Show

The educational seminar held by the IOC on 30 June at the Fancy Food Show in New York drew an audience of approximately 165 people, chiefly importers/distributors who were the core target, plus exporters and media. A questionnaire has been prepared to ask for their appraisal of the event and to identify relevant topics for next year. The seminar featured two presentations. One was given by the IOC Executive Director who first explained what the IOC is and does and then reported the latest market data before focusing on IOC standards, which he explained were the end result of a solid and transparent scientific process, and ending with an overview of the health benefits of olive oil products. The other speaker was the Vice President of the North American Olive Oil Association (NAOOA) who shared the outcome of a 2014 national attitude and usage study co-financed by the IOC. To cite a few of the findings, more than half of olive oil users use olive oil more than any other oil; once consumers become olive oil users, they tend to use it a lot; the overall trend is towards increased usage but more than half (56 pc) of olive oil users find choosing an olive oil to be confusing because they are unaware of what factors are important to consider and many myths about olive oil persist. For example, respondents widely believed it to be true that:



- The colour of olive oil is related to its quality (only 6 pc knew this is false)
- Light-tasting olive oil has fewer calories than other olive oils (only 16 pc knew this is false)
- Like wine, olive oil gets better with age (only 24 pc knew this is false)
- Extra virgin olive oil is for cold or raw use only (only 30 pc knew this is false)

The good news that emerged from the survey is that there are increases in “non-traditional” areas for olive oil with non-whites, and those living in the Midwest and South.

Attendees were invited to stay tuned for the next IOC seminar and Mario Solinas Quality Award Ceremony 2015, both scheduled to coincide with Fancy Food 2015.

First issue of OLIVAE in new scientific journal format

Issue Nr 119 of OLIVAE, the official journal of the IOC, is just out in the five official languages of the IOC (Arabic, English, French, Italian and Spanish). For the first time, OLIVAE is a truly scientific journal dedicated in its entirety to scientific aspects of olive growing and olive oil, at the request of the IOC Council of Members. The articles in this issue range over the subject areas of olive leaf characterisation, chemical composition of olive oils of different origins and olive oil traceability. From now on, science will be the common denominator of all the articles published in the journal.

As of the next issue Nr 120, an outside Board of Editors and a team of peer reviewers will be up and running.

Click on this link to read issue Nr 119: http://www.internationaloliveoil.org/store/index/48-olivae-publications?lang=en_US

I. WORLD MARKET FOR OLIVE OIL AND TABLE OLIVES: 2013/14

1. OLIVE OIL: MARKET DEVELOPMENTS

If imports in April 2014 are compared with the figures for the same month a year earlier, it emerges that all the key markets are picking up and recording growth ranging from +8.7 pc in Australia to +37.2 pc in the United States and +137.8 pc for Canada. The only exception is China where there is a 25 pc decrease.

For this reason, trade in olive oil and olive pomace oil through the first seven months of 2013/14 only shows a decrease of -2 pc in the seven countries listed below compared with the same seven months in 2012/13, going down from 348 304.0 t to 341 288.2 t. When broken down in detail, review shows an increase in imports of 11 pc in Canada, 8 pc in Russia and 7 pc in Japan but virtually no change in the United States. Canada is particularly striking in that imports have switched from negative to positive values. Import decreases are located in China (-28 pc), Brazil (-9 pc) and Australia (-7 pc) although there have been signs of recovery in the last two countries in recent months compared with levels during the same period of the previous season.

At the time of writing, EU data were not available for April 2014 but the figures for the first six months of the season (October 2013–March 2014) report a 5 pc increase in intra-EU acquisitions and a drop of 43 pc in imports from outside the EU compared with the same period of the previous crop year. This fall in extra-EU imports seems very logical, given the good production figure for Spain.

Olive oil imports (including olive-pomace oils) (t)															
No	Importing country	October 12	October 13	November 12	November 13	December 12	December 13	January 13	January 14	February 13	February 14	March 13	March 14	April 13	April 14
1	Australia	3518,5	2169,9	3857,8	2461,2	1506,2	2004,0	2227,3	2236,5	1905,0	2048,7	2225,0	2946,1	2485,1	2703,2
2	Brazil	9847,4	9075,3	8995,4	6239,6	6001,3	7156,7	5900,7	5163,6	7855,8	5215,4	6592,4	6746,9	4451,3	5281,0
3	Canada	4392,0	4014,7	3361,0	2845,6	2568,1	2662,2	4040,8	3649,0	3403,4	2785,0	2882,4	3955,8	2375,6	5648,4
4	China	2826,8	2609,4	4443,8	3030,7	4732,9	4007,6	6360,5	3268,3	1766,4	1050,3	2510,5	2323,1	3382,6	2532,7
5	Japan	4431,0	4410,0	4474,0	4386,0	3994,0	3967,0	4253,0	4271,0	3599,0	4039,0	4184,0	4840,0	4480,0	5634,0
6	Russia	3678,1	2982,0	3358,9	2763,7	2766,0	3174,3	1616,5	1818,0	2346,4	2643,9	2245,9	3535,7	2663,9	3178,2
7	USA	28507,3	23274,0	25118,0	27163,1	26504,0	21455,9	24570,9	26704,8	19018,9	17979,9	33207,5	29814,3	27270,7	37422,5
8	Extra-EU/27	14267,4	14233,4	10093,5	6660,6	4407,4	5141,1	8924,3	6711,3	15411,0	2110,4	14689,6	3849,5	14352,6	nd
	Intra-EU/27	92208,6	87862,7	76066,0	74873,7	95922,6	96563,5	97359,5	93392,9	83224,8	107591,3	86414,1	98077,7	79162,7	nd
	Total	163677,1	150631,4	139768,4	130424,2	148402,5	146132,3	154853,5	147215,4	138530,7	145463,9	154951,4	156089,1	140624,5	



2. TABLE OLIVES: MARKET DEVELOPMENTS

In the first seven months of the 2013/14 crop year (October 2013–April 2014) table olive imports by the five countries listed in the table below fell by 3.4 pc overall versus the same period of 2012/13, going down from 215 908.4 t to 208 547.1 t. Itemised scrutiny shows imports went up in Australia (+2 pc) and the United States (+1 pc) while they remained virtually unchanged in Canada and they dropped in Russia (-12 pc) and Brazil (-4 pc). Imports into Brazil have recovered, however, in the last two months.

The EU data for April 2014 were not available when writing this newsletter but in the first six months of the crop year, intra-EU acquisitions dropped by 9 pc while imports from non-EU countries increased by 10 pc.

Table Olive Imports (t)															
Nº	Importing country	October 12	October 13	November 12	November 13	December 12	December 13	January 13	January 14	February 13	February 14	March 13	March 14	April 13	April 14
1	Australia	1330.0	1511.0	1858.0	1657.0	1821.0	1905.0	1597.0	1740.0	1906.0	1431.0	1423.0	1640.0	1161.0	1408.0
2	Brazil	12957.5	11769.2	11357.4	11299.5	10731.5	8721.4	7005.4	6171.8	7419.6	6273.1	7229.7	7564.4	7199.1	9458.1
3	Canada	2942.0	2795.0	2807.0	2656.0	2997.0	2070.0	2832.0	2622.0	1805.0	2297.0	1939.0	2215.0	2033.0	2621.0
4	Russia	9574.4	8882.2	9692.4	9073.0	6485.1	5026.1	5680.9	4425.2	5866.7	4802.2	6415.8	5954.7	5403.9	5160.2
5	USA	10404.0	11434.0	11100.0	10396.0	10050.0	10937.0	9317.0	10463.0	8970.0	9452.0	12126.0	10932.0	12451.0	11764.0
6	Extra-EU/27	9125.0	8645.3	8147.7	7337.5	8740.1	9368.3	8456.5	9903.7	8258.8	9812.9	10724.9	13486.5	12184.3	nd
	Intra-EU/27	35174.6	30248.3	30242.8	28073.4	26733.8	26755.5	26804.0	21800.6	25034.8	25559.1	28969.6	25382.0	32662.3	nd
	Total	81507.5	75285.0	75205.3	70492.4	67558.5	64783.3	61692.8	57146.3	59280.9	59627.3	68828.0	67174.6	73094.6	

II. PRODUCER PRICES

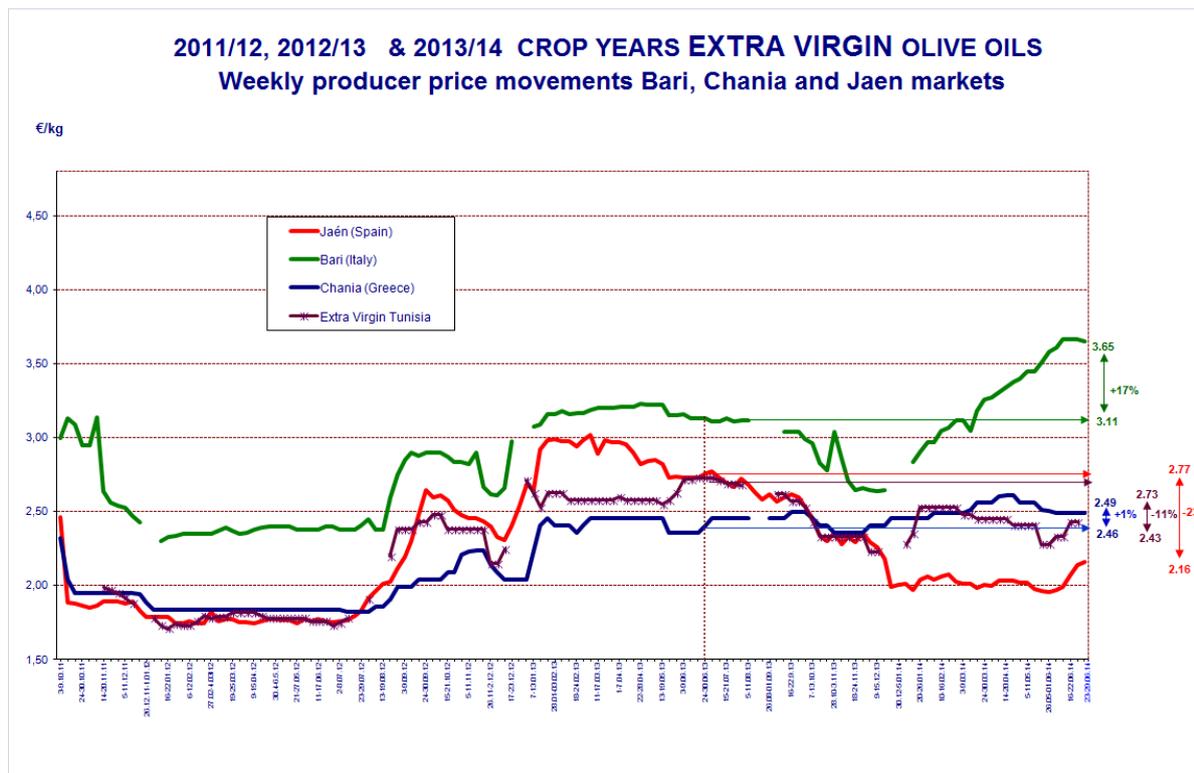
Graph 1 tracks the weekly movements in the prices paid to producers for extra virgin olive oil in the three top EU producing countries plus Tunisia while Graph 3 shows the weekly changes in the producer prices for refined olive oil in the three main EU producers. The monthly price movements for the same two grades of oil are given in Graphs 2 and 4.

Extra virgin olive oil: After moving downwards in recent months, producer prices in **Spain** started to inch up a few weeks ago, perhaps in reaction to forecasts of a smaller harvest for next year. By the last week in June, they had reached €2.16/kg. While this is still 22 pc lower than the same period a year earlier it is 10.2 pc above the level reached in the third week of May (€1.96/kg). During the period analysed, prices peaked at €3.02/kg at the beginning of March 2013 (see Graph 1).

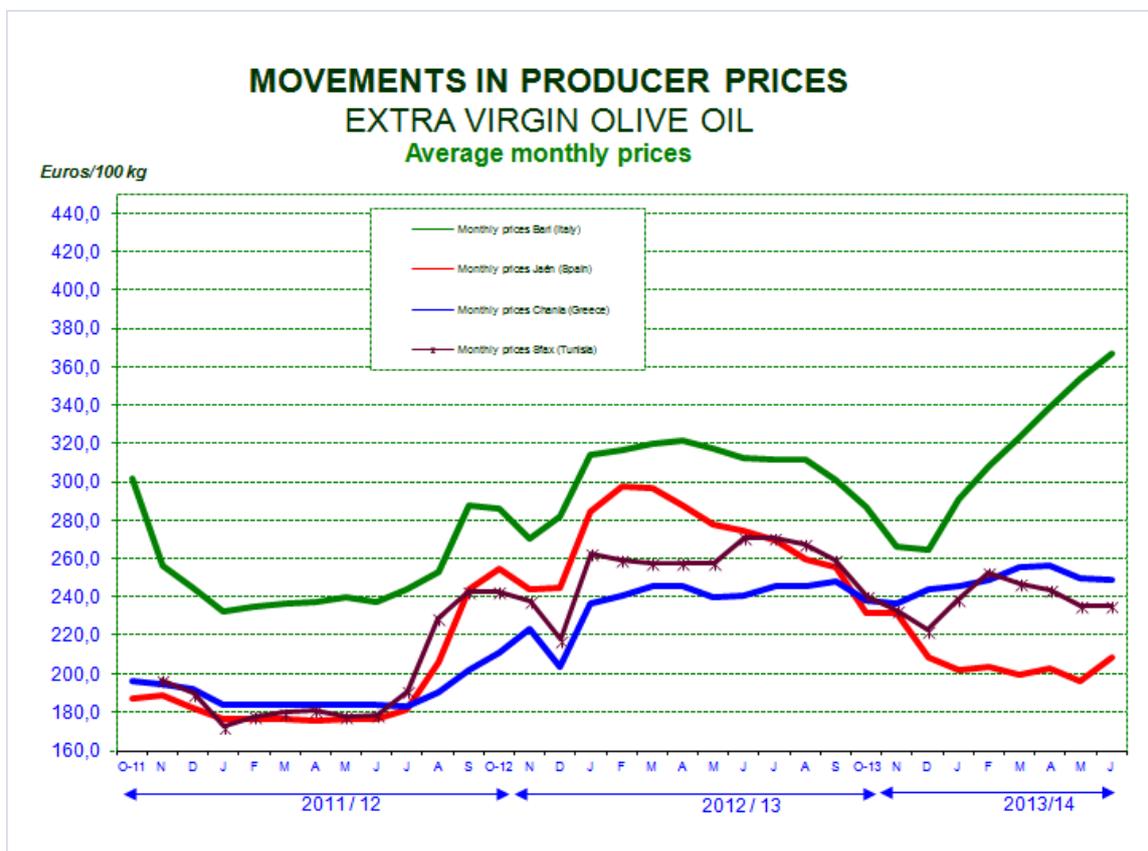
Italy: In recent months, producer prices in Italy have been clearly pointed upwards. In the first three weeks of June they reached their highest level (€3.67/kg) of the period analysed in Graph 1, only to dip to €3.65/kg in the last week of the month. This level is 17 pc higher than a season earlier and 38 pc higher than the price low recorded in the second week of December 2013 (€2.64/kg).

Greece: Prices look more stable in Greece than in Spain and Italy. Although they rose between March and April 2014 to reach the highest levels recorded in the graph (€2.61/kg), in June they held steady at around €2.49/kg, which is 1 pc above the level in the same period of the previous crop year.

Tunisia: At the end of October 2013, producers were paid €2.53/kg for their extra virgin olive oil. After that, prices started moving downwards until late December 2013, when they levelled off after some fluctuations, only to pick up in late June, when they reached €2.43/kg, thus showing a decrease of 11 pc versus the same period a season earlier. Producer prices in 2012/13 were influenced by the poor harvest in Spain, which generated higher prices than in 2011/12. This season, the combination of a good harvest in Spain and a poor harvest in Tunisia probably partly explains the current level of prices in Tunisia, which have moved away from Spanish prices since early January 2014.



Graph 1

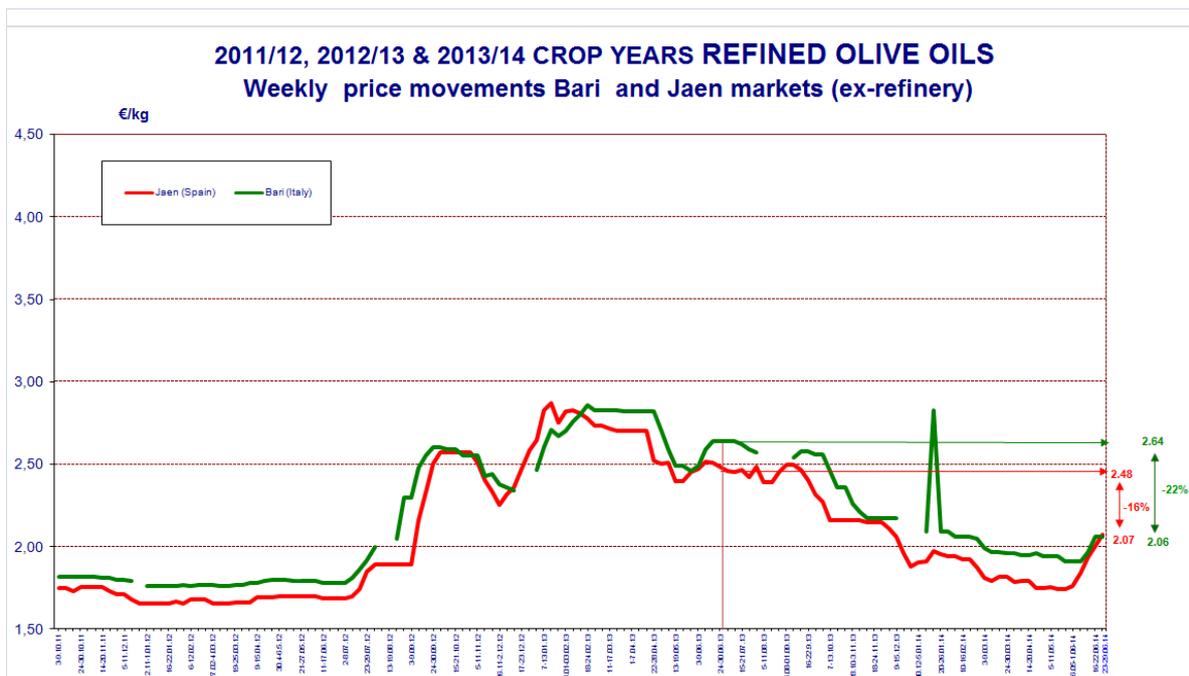


Graph 2

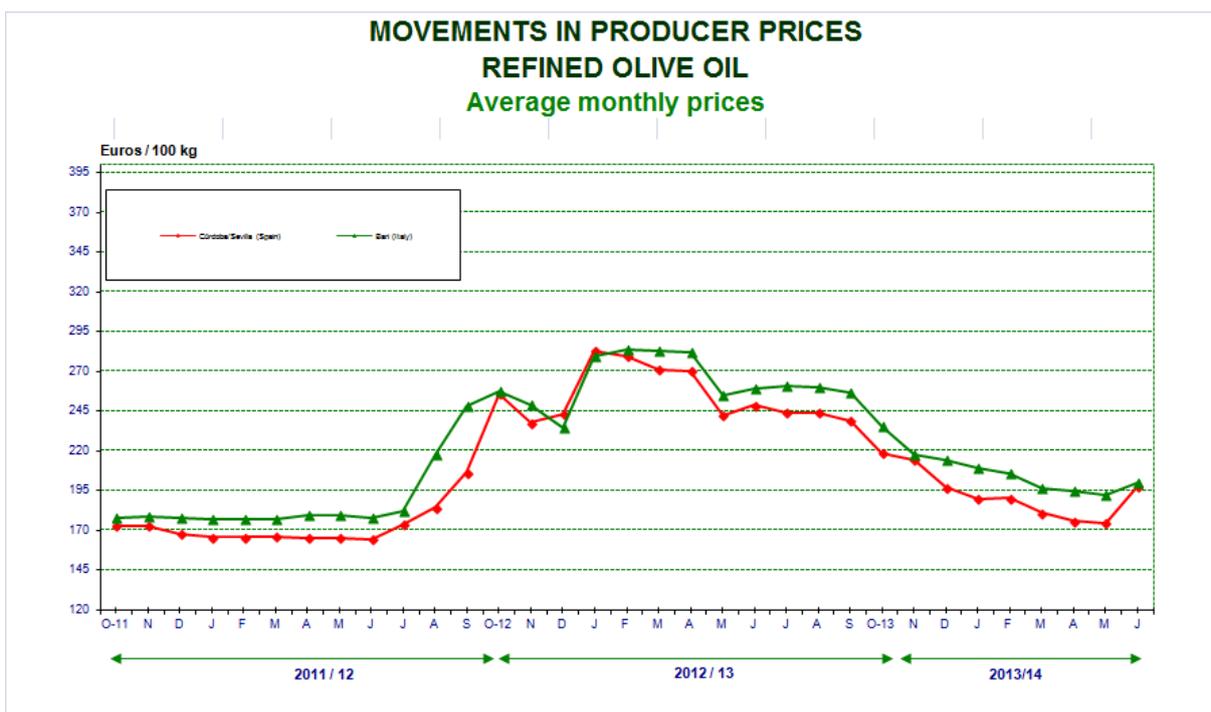


- **Refined olive oil:** In Spain, the producer prices for refined olive oil, like those for extra virgin, have started to go upwards in recent weeks, reaching €2.07/kg by the end of June. Even so, this is still 16 pc lower than the same period a year earlier. In Italy, prices have been moving in parallel with prices in Spain, although with a peak in the third week of January (€2.83/kg), after which they fell to €2.00/kg in late June 2014. No price data are available for this product category in Greece.

At the end of May 2014, the price of refined olive oil and extra virgin olive oil in Spain differed by €0.09/kg with €2.16/kg being paid for the first category and €2.07/kg for the second. In Italy, the difference in price between the two categories is much wider than in Spain and lies at €1.65/kg (Graph 3).



Graph 3



Graph 4



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