



**TRENDS IN WORLD OLIVE OIL CONSUMPTION**

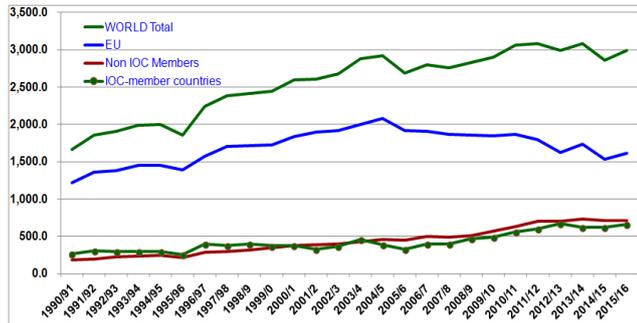


Chart 1: Trend of olive oil consumption (000 t) (1990/91–2014/15).

World consumption of olive oil increased 1.8 fold in volume between 1990/00 and 2015/16. As can be seen from Chart 1, this upward movement has been located primarily in non-IOC member countries whose share of world consumption climbed from 11 pc to 24 pc between the start and end years of the reporting period. In 2015/16, the volume of olive oil consumed at world level looks set to be around 4.6 pc higher than in 2014/15.

Olive oil consumption in the European Union countries moved in an upward direction until 2004/05, when it topped 2 000 000 t, then dropping gradually to 1996/97 levels (approximately 1 600 000 t). Inside the EU, olive oil is consumed above all in the producer countries (Chart 2). Italy continues to be the biggest EU consumer in volume terms, although its level of consumption started to decline heavily in 2006/07 until it fell to 520 000 t in 2014/15, the lowest level of the reporting period (however, this has to be viewed in the context of a past major debate on the representativity of its data). Spain, where consumption has always oscillated, has also seen a decrease since 2005/06 and the volume of consumption has never reverted to earlier levels. Greece, like Italy, has also seen its consumption drop (to 160 000 t). This decrease has coincided with the years of economic crisis and represents a fall of 22 pc compared with 20 years ago. Although consumption is concentrated in the producer countries, olive oil is starting to be consumed increasingly more in the group of *Other non-producer countries* where consumption is in excess of 200 000 t. The reduction in olive oil consumption in the EU producer countries is directly linked to the sharp decreases in their levels of production and the resultant price hikes, as is now explained.

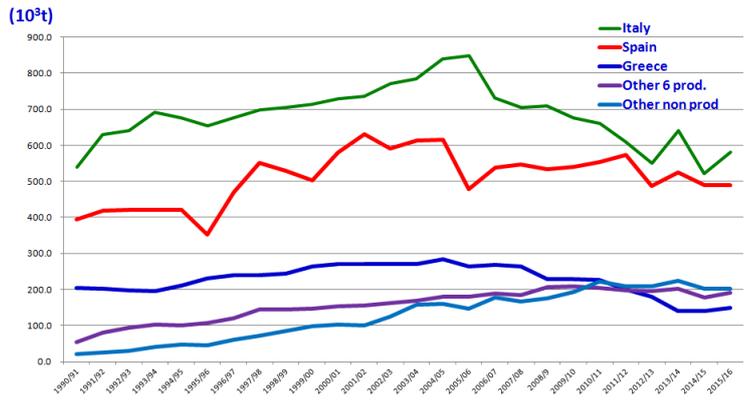


Chart 2: Trend of olive oil consumption in EU countries (000 t).

**PRODUCTION AND CONSUMPTION - EU  
 EU PRODUCER PRICES \*  
 1999/00 - 2015/16**

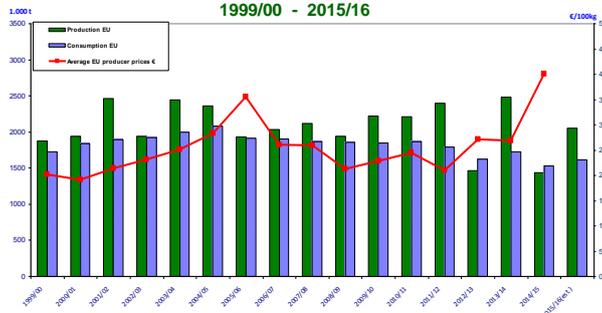


Chart 3: Average production, consumption and producer prices in the EU producer countries.

Chart 3 plots average production and consumption in EU producer countries relative to prices and shows sharp price growth in 2005/06 and 2014/15. In the latter season, EU production fell to an all-time low because of a combination of factors – the large fall in Spanish production induced by the severe drought and the poor volume of production in Italy, which felt the effects of the *Xylella fastidiosa* infestation – all of which led to general price rises and a fall in consumption.



Chart 4 shows world resources against producer prices for extra virgin olive oil in three representative markets of the EU – Italy (Bari), Greece (Chania) and Spain (Jaén) – where some 74 pc of the world’s olive oil is produced. Consequently, their market performance has an impact on prices in other regions of the EU as well as in other producer countries, especially on export prices.

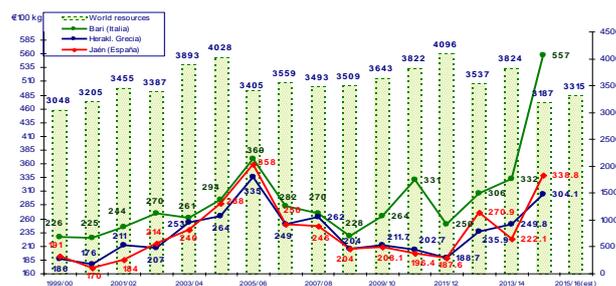


Chart 4: World resources (t) and average EU prices (€/100kg) by crop year.

Annual per capita consumption of olive oil in the EU countries in 2013 and 2014 can be observed in Chart 5. Despite the decrease in total Greek consumption, Greece continues to lead the ranking with 12.8 kg, although this is lower than the previous crop year. It is followed by Spain (11.3 kg), Italy (10.5 kg) and Portugal (7.2 kg). Next come Cyprus (5.5 kg), Luxembourg (3.2 kg), France and Croatia (1.7 kg), Ireland and Belgium (1.4 kg) and Denmark (1.2 kg). In the rest of the EU members per capita consumption is split between the countries that consume between 1 kg and 0.5 kg per year (in descending order: Estonia, Czech Republic, Finland, Latvia, Germany, Netherlands, Sweden, Slovenia, Austria and the United Kingdom) and those where it is below 0.4 kg (Romania, Poland, Hungary, Bulgaria, Slovakia and Lithuania).

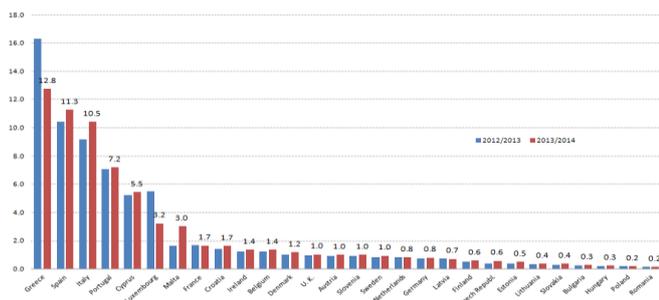


Chart 5: Per capita olive oil consumption (2014) in EU countries (kg).

Turning to the other IOC Members, consumption growth in recent years has been strong in Turkey and Morocco, where output has also risen, as well as in the *Others* group of countries. Consumption in Algeria has climbed in the second decade of the reporting period following in the footsteps of higher production, whereas in Tunisia it has fallen between 1999/00 and 2015/16. In 2014, per capita consumption in this set of countries was lower than in the EU. It was 4 kg in Albania and Lebanon, 3.8 kg in Jordan and Tunisia, 3.6 kg in Morocco, 2.4 kg in Israel and Libya and 1.4 kg in Turkey. Algerian consumption is much the same as in Denmark while in Montenegro it lies on a level with Germany and the Netherlands. As for Argentina, Egypt, Iran and Iraq, their consumption lies around the levels of Poland and Romania (Chart 7).

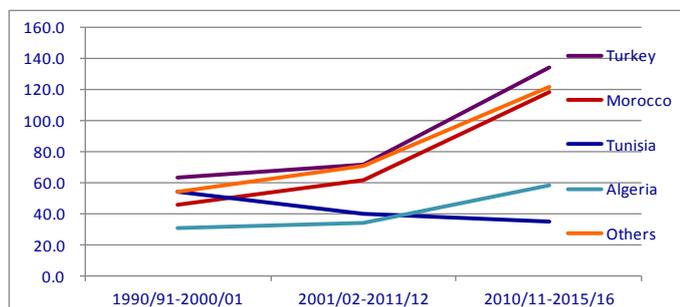


Chart 6: Average trend of consumption (000 t) in non-EU Members of the IOC.

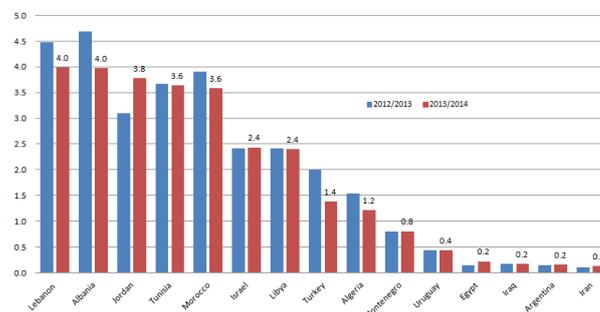


Chart 7: Per capita consumption in non-EU Members of the IOC – 2014



Among non-IOC Members, the United States has seen the most spectacular growth in total consumption over the last 25 years (Chart 8) even although U.S. per capita consumption in 2014 was only 0.9 kg, comparable to levels in the United Kingdom and Germany. During the reporting period, total consumption likewise increased in the rest of the countries albeit on a much lower scale. As for per capita consumption in non-IOC countries, Chart 9 shows figures of 1.6 kg for Switzerland and Australia, 1.1 kg for Canada, 0.8 kg for Norway and 0.7 kg for Saudi Arabia. Elsewhere, per capita levels are lower.

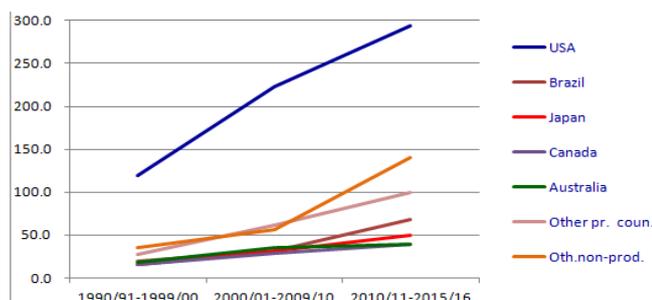


Chart 8: Consumption (000 t) in non-IOC countries (kg).

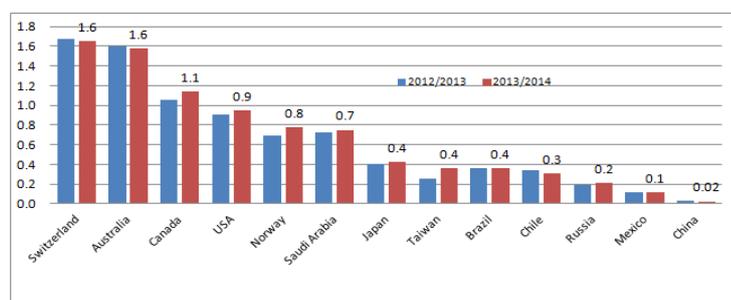


Chart 9: Per capita olive oil consumption in 2014 in non-IOC countries (kg).

The resultant picture shows room for consumption growth in the leading importing countries like the United States, Brazil and Japan. China comes last in the per capita ranking of the countries reported in Chart 9.

## WORLD TRADE IN OLIVE OIL AND TABLE OLIVES

### 1. OLIVE OIL AT THE OUTSET OF 2015/16

Comparison of imports of olive oils and olive pomace oils (under customs headings 15.09 and 15.10) in the first three months of the new 2015/16 crop year (October–December 2015) shows period-on-period growth of 29 pc for China (chiefly in December) and 3 pc for the United States. The other markets show large decreases of 43 pc in Brazil, 33 pc in Australia, 16 pc in Japan and 11 pc in Canada. Trade data for Russia were only available for the first two months of the reporting period and show a period-on-period decrease of 48 pc.

The October–November 2015 figures for the EU<sup>1</sup> reveal a decrease of 22 pc in intra-EU acquisitions and an increase of 92 pc in extra-EU exports versus the same period of 2014/15.

Olive oil imports (including olive-pomace oils) (t)							
No	Importing country	October 14	October 15	November 14	November 15	December 14	December 15
1	Australia	3125.1	1717.8	2391.8	1818.9	1652.1	1265.9
2	Brazil	9584.6	5529.5	7269.9	4853.6	6249.3	2689.6
3	Canada	3985.0	3092.5	3257.6	2875.6	3069.3	3193.2
4	China	2410.8	3106.7	3651.5	3219.6	3530.5	6015.2
5	Japan	4776.0	4492.0	4735.0	3791.0	3965.4	3096.9
6	Russia	4259.5	1785.8	3192.4	2084.0	2653.1	nd
7	USA	23332.0	28580.0	28449.8	20324.3	18755.6	23627.0
8	Extra-EU/27	6722.0	17568.3	6801.8	8433.7	14707.0	nd
	Intra-EU/27	89729.0	65353.5	98016.0	80853.2	122803.0	nd
	<b>Total</b>	<b>147924.0</b>	<b>131226.1</b>	<b>157765.8</b>	<b>128253.9</b>	<b>177385.2</b>	

<sup>1</sup>EU data for December were not available at the time of writing



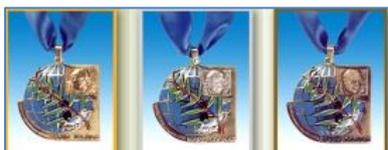
## 2. TABLE OLIVES AT THE OUTSET OF 2015/16

In the first three months of the 2015/16 season (October–December 2015), table olive imports behaved differently in the six markets reported below, showing increases in Canada (+13 pc) and the United States (+11 pc) but decreases in Brazil (–19 pc) and Australia (–1 pc). Only October–November 2015 data were available for Russia and point to a decrease of 30 pc on the same month of the previous season.

EU<sup>2</sup> trade data for the first two months of the new crop year (October and November 2015) report an 18 pc rise in intra-EU acquisitions, contrasting with a 12 pc decrease in extra-EU imports.

No	Importing country	October 14	October 15	November 14	November 15	December 14	December 15
1	Australia	1547.0	1156.0	1234.0	1469.0	1580.0	1682.0
2	Brazil	12930.3	7793.4	10285.5	9311.3	8685.1	8834.9
3	Canada	2413.0	2636.0	2469.0	3090.0	2810.0	3003.0
4	Russia	11076.5	6730.3	8719.1	7214.5	7288.0	nd
5	USA	10367.0	12738.0	10164.0	11635.0	12219.0	11997.0
6	Extra-EU/27	8283.2	6397.0	7032.3	7120.2	8053.5	nd
	Intra-EU/27	27945.4	29854.8	23889.4	31208.4	27859.4	nd
	<b>Total</b>	<b>74562.4</b>	<b>67305.5</b>	<b>63793.3</b>	<b>71048.4</b>	<b>68495.0</b>	

## **IOC MARIO SOLINAS QUALITY AWARD 2016 – 1ST EDITION**



FIRST EDITION of the IOC Mario Solinas Quality Award 2016

130 contenders: 3 from Greece, 2 from Italy, 3 from Morocco, 39 from Portugal, 79 from Spain and 4 from Tunisia.

**[FIND OUT WHO THE WINNERS AND FINALISTS ARE](#)**

<sup>2</sup>EU data for December were not available at the time of writing



## **II. PRODUCER PRICES**

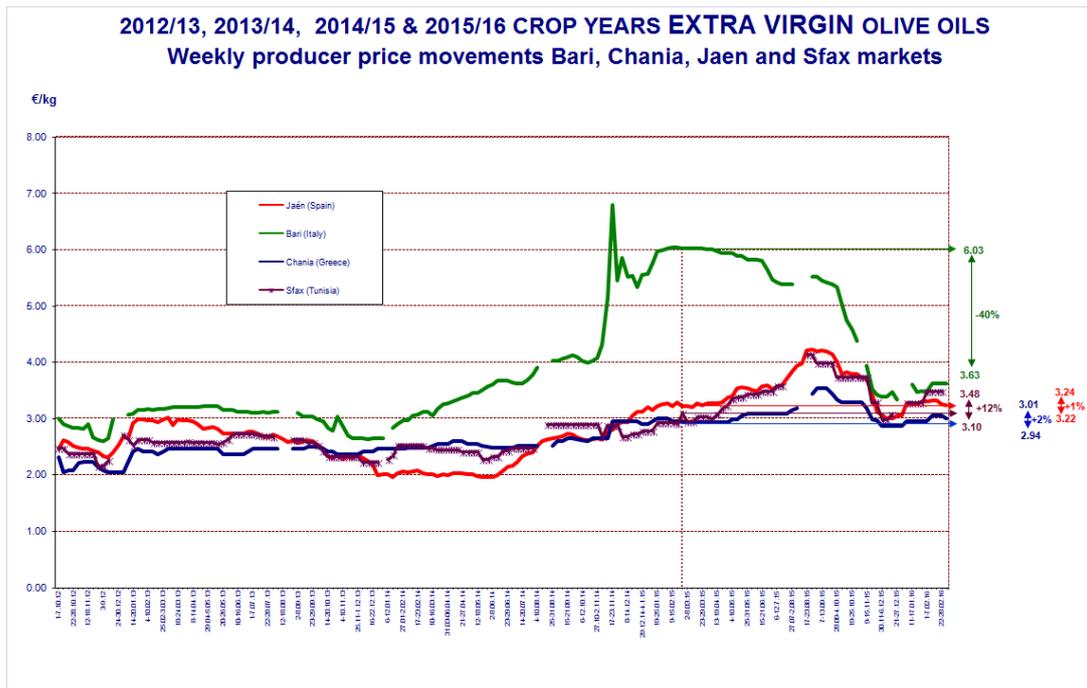
Graph 1 tracks the weekly movements in the prices paid to producers for extra virgin olive oil in the three top EU producing countries plus Tunisia while Graph 3 shows the weekly changes in the producer prices for refined olive oil in the three main EU producers. Monthly price movements for the same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

**Extra virgin olive oil:** After peaking at €4.23/kg in the third week of August 2015, producer prices in Spain switched direction and began to drop, gathering momentum from the last week of September (Graph 1). In recent weeks, prices have dipped and were lying at **€3.24/kg** in the **last week of February 2016**. This is 1 pc higher than a year earlier and 65 pc higher than the low recorded in the third week of May 2014 (€1.96/kg), but 21 pc below the maximum (€4.23/kg).

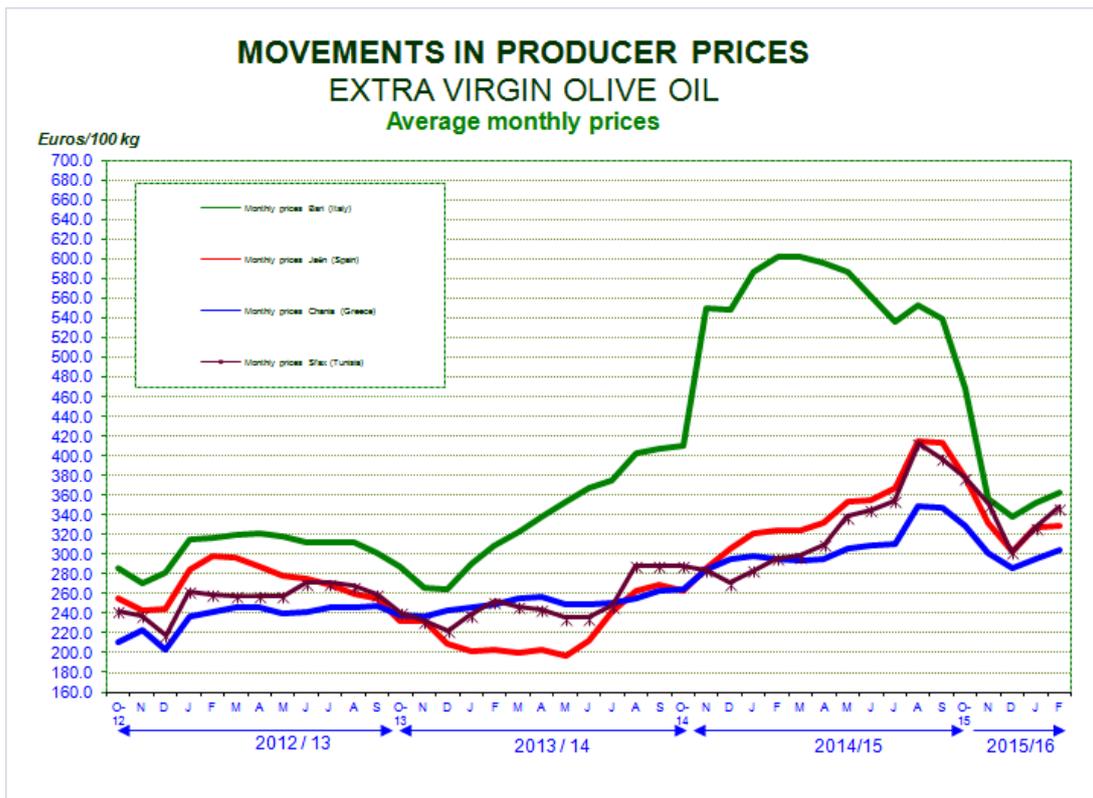
**Italy:** In the **week from 10 to 16 November 2014**, producer prices in Italy hit their highest level of both the last decade and the reporting period, reaching **€6.79/kg**. After some fluctuations, they started to fall sharply, only then to pick up and to steady at around **€3.63/kg by the end of February 2016**. This level was still 40 pc lower than a year earlier. Graph 2 shows how the monthly prices of extra virgin olive oil have behaved in recent crop years.

**Greece:** In the last weeks of August and first week of September 2015, prices rose to period highs (€3.54/kg). After holding steady, they dipped only to inch up again. At the **close of February 2016**, they had dropped slightly to **3.01/kg**, 2 pc down on the same period a season earlier.

**Tunisia:** Producer prices peaked in the last weeks of August 2015 (€4.13/kg). Then, like elsewhere, they started to drop, but later switched back upwards. At the **end of February 2016**, they were lying at **€3.48/kg**, showing period-on-period growth of +12 pc.



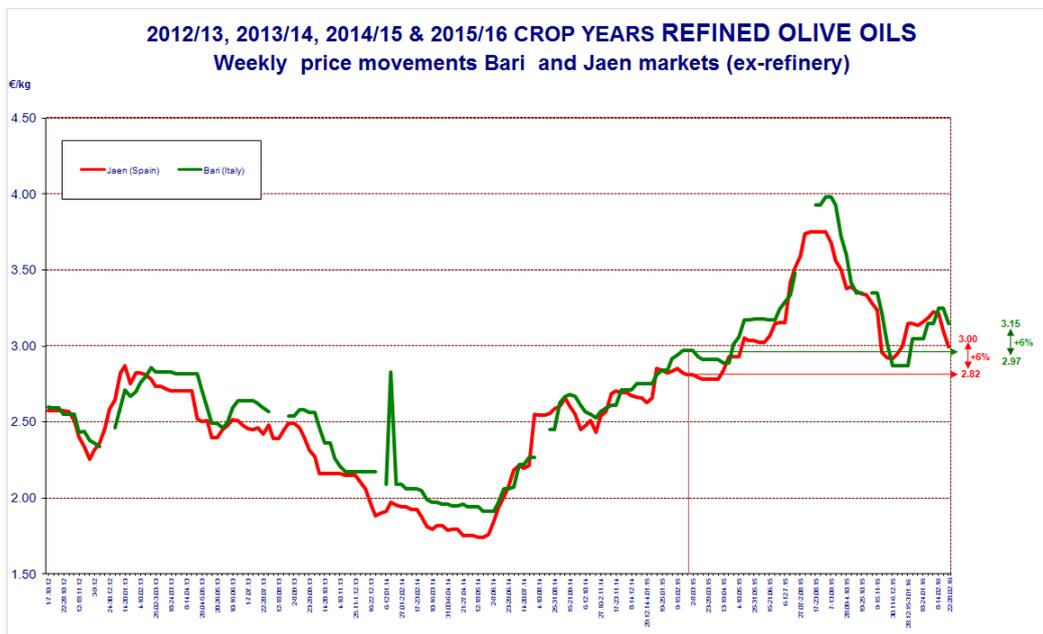
Graph 1



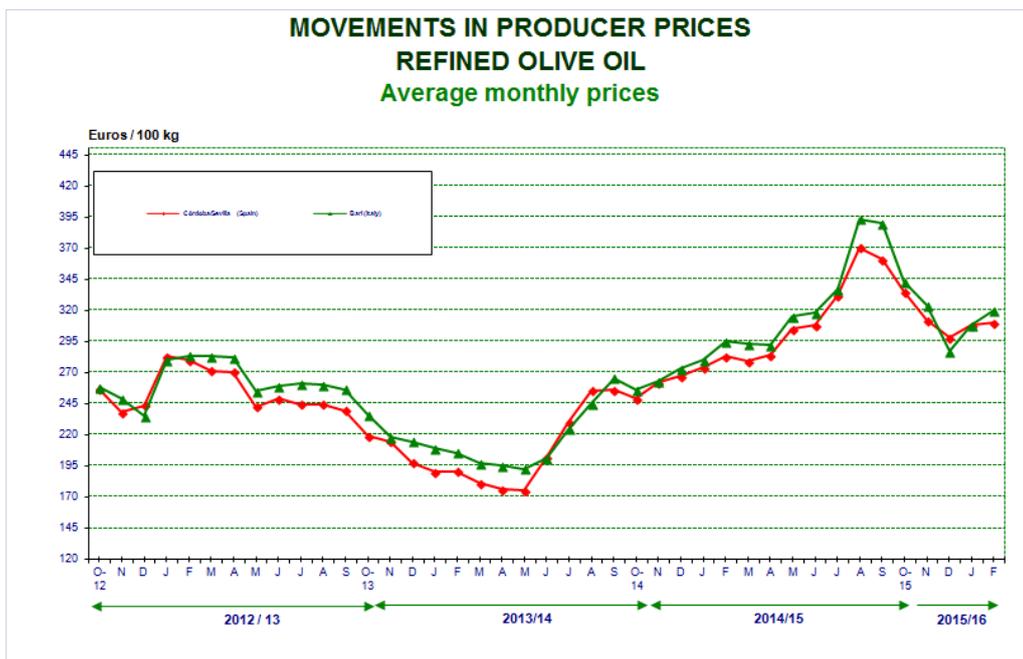
Graph 2



- Refined olive oil:** After peaking in August 2015, producer prices for refined olive oil followed in the footsteps of extra virgin prices. In **Spain** where they started to drop ahead of elsewhere, they fell sharply but started to rally in the third week of January 2016. They have fallen again in the last two weeks and stood at **€3.00/kg** at the end of February 2016, but still showing an increase of 6 pc on the same period of the preceding crop year. The trend in **Italy** has been similar, with prices lying at **€3.15/kg** at the end of January 2016. This level was 6 pc higher than the same period the season before. No price data are available for this product category in Greece.
- At the end of February 2016, the price of refined olive oil (€3.00/kg) and extra virgin olive oil (€3.24/kg ) differed by €0.24/kg in Spain. In Italy the gap between the two categories was wider (€0.48/kg – Graph 3).



Graph 3



Graph 4



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