THE WORLD MARKET IN OLIVE OIL AND OLIVE POMACE OIL

- U.S. IMPORT TRENDS

  - **Performance in 2010/11**

U.S. imports of olive oil and olive pomace oil made a record figure of 292 048 t in the **2010/11 crop year** (running from October 2010 to September 2011), going up by 7% from the season before. If we analyse this tonnage by grade, it emerges that 65% of imports (189 169.60 t) were virgin, of which 67% were bottled (containers < 18 kg) and the rest was imported in bulk (> 18 kg). A further 29% (85 724.50 t) was imported as the grade known as olive oil, split between bottled (58%) and bulk product (42%). The remaining 6% of imports (17 154.50 t) were olive pomace oil, with a 71%/29% breakdown between bulk and bottled product. There is a growing tendency to import virgin olive oil.

Further itemisation by source and container type shows a picture where:

- 51% of all the oil imported came from Italy, chiefly as bottled product (94% vs 6% in bulk)
- 23% came from Spain (43% bottled vs 57% in bulk)
- 10% was from Morocco, 99% of which was imported in bulk
- 9% was from Tunisia (16% bottled compared with 84% bulk)
- 3% came from Argentina (93% as bulk imports)

  - **Import changes over the last five crop years**

Table I below shows the figures for the last five crop years where we can see that imports have risen from 262 167 t in 2006/07 to 292 049 t in 2010/11, which translates into 11% growth (29 881 t). Italy continues to be the leading source of U.S. imports, although volume-wise imports from Spain have been increasing while from Italy they have been decreasing. It is striking to note Morocco's position as the third biggest source of U.S. imports in 2010/11, fuelled by its olive expansion plan and higher production.

Origin	2006/07		2007/08		2008/09		2009/10		2010/11	
	t	%	t	%	t	%	t	%	t	%
France	611	0.2	700	0.3	237	0.1	108	0.0	99	0.0
Greece	5,208	2.0	4,728	1.8	4,983	1.8	4,218	1.6	4,331	1.5
Italy	155,164	59.2	150,683	57.0	150,693	54.5	145,670	53.5	149,444	51.2
Portugal	2,881	1.1	2,192	0.8	1,558	0.6	2,061	0.8	1,890	0.6
Spain	46,363	17.7	57,369	21.7	60,673	21.9	67,363	24.8	66,285	22.7
Others EU 1_/	110	0.0	135	0.1	69	0.0	94	0.0	263	0.1
Algeria	0	0.0		0.0		0.0		0.0		0.0
Argentina	7,523	2.9	8,566	3.2	7,915	2.9	5,438	2.0	8,197	2.8
Australia	1,623	0.6	2,065	0.8	2,574	0.9	2,050	0.8	1,904	0.7
Canada	23	0.0	63	0.0	173	0.1	96	0.0	225	0.1
Egypt	401	0.2	433	0.2	102	0.0	26	0.0	4	0.0
Morocco	2,002	0.8	3,269	1.2	1,589	0.6	8,487	3.1	28,156	9.6
Tunisia	21,967	8.4	27,269	10.3	36,389	13.2	25,592	9.4	25,630	8.8
Turkey	14,315	5.5	3,585	1.4	6,570	2.4	7,963	2.9	1,059	0.4
Others	3,976	1.5	3,414	1.3	3,059	1.1	2,923	1.1	4,562	1.6
Total	**262,167**	**100.0**	**264,471**	**100.0**	**276,584**	**100.0**	**272,089**	**100.0**	**292,049**	**100.0**
EU	210,337	80.2	215,807	81.6	218,213	78.9	219,514	80.7	222,312	76.1
Extra-EU	51,830	19.8	48,664	18.4	58,371	21.1	52,575	19.3	69,737	23.9

Table I – Trend of U.S. imports by country over the last five crop years (t)

o Comparison of imports in the last two decades

Comparison of the mean figures for the last two decades (Table II) reveals that imports have grown by 79%. Italy continues to be the top exporter in volume terms over these two periods, followed by Spain, Tunisia and Turkey, and on a smaller scale by Argentina, Greece and Morocco. The biggest difference vis-à-vis 2010/11 is the Italy and Turkey have lost market share (-11.3 and -3.9 points, respectively) to Morocco (+8.3 points), Spain (+3.6 points) and Tunisia (+2.5 points). The coming years will confirm whether this is a lasting trend, particularly for Morocco and Turkey.

Origin	Average 1990/91 -1999/00		Average 2000/01 -2009/10	
	t	%	t	%
France	281.4	0.2	519.3	0.2
Greece	3,886.1	2.8	4,440.3	1.8
Italy	101,505.5	73.9	153,860.4	62.5
Portugal	865.1	0.6	2,556.6	1.0
Spain	17,693.9	12.9	47,037.4	19.1
Others EU 1_/	180.1	0.1	170.7	0.1
Algeria	1.7	0.0	4.6	0.0
Argentina	344.5	0.3	4,647.4	1.9
Australia	0.0	0.0	1,050.0	0.4
Canada	39.6	0.0	45.8	0.0
Egypt	0.0	0.0	127.8	0.1
Morocco	2,091.5	1.5	3,147.9	1.3
Tunisia	2,041.2	1.5	15,534.4	6.3
Turkey	7,691.1	5.6	10,679.9	4.3
Others	675.5	0.5	2,454.9	1.0
Total	**137,297.2**	**100.0**	**246,277.3**	**100.0**
EU	124,412	90.6	208,585	84.7
Extra-EU	12,885	9.4	37,693	15.3

Table II – Mean U.S. imports for the last 20 years, by country of origin (t)

o Import trends by container type

As can be seen from Table III, analysis of import trends by type of container over the last 18 years shows that bulk imports have experienced greater growth than imports of packed product.

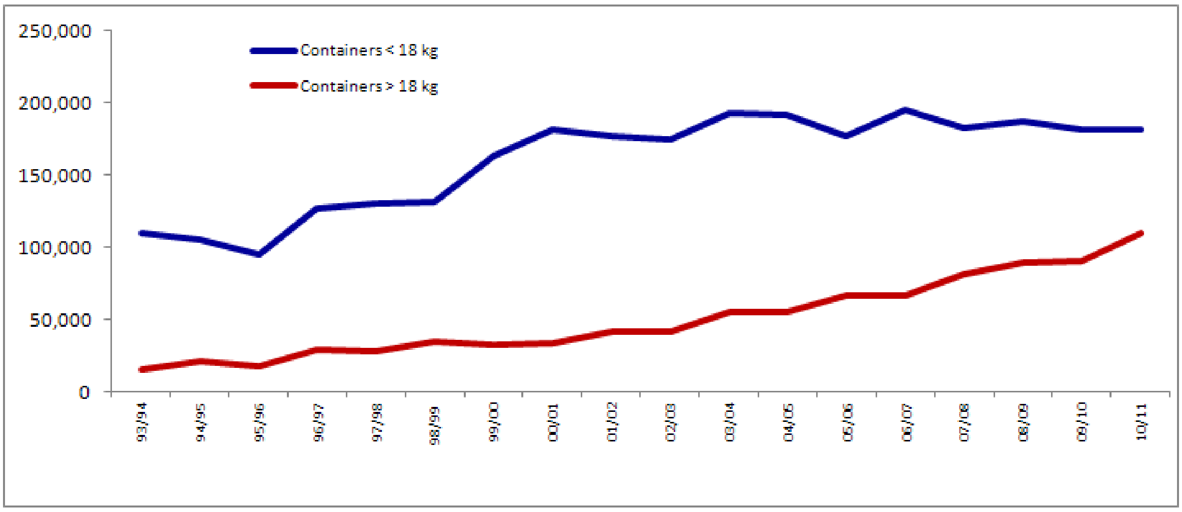


Table III – Trend of U.S. imports by type of container (t)

WORLD MARKET FOR OLIVE OIL AND TABLE OLIVES

1. OLIVE OIL: +3.4% IMPORT GROWTH IN THE FIRST TWO MONTHS OF THE NEW 2011/12 SEASON

Imports of olive oil and olive pomace oil (intra-EU trade included) by eight specific importer countries in the first three months of the 2011/12 crop year (October–December) are listed in the next table. These figures show higher imports in five cases: China (+33%); Russia (+20%); Japan (+9%); Brazil (+4%, thanks to November); and the United States (+1%, thanks to a good level of imports in November wedged in between two months where imports dropped). Conversely, imports into Australia fell by 25%, starting in November and becoming more marked in December, and by 7% in Canada, where the decrease was concentrated above all in October and December. At the time of writing, December data were not available for the EU, but, when set against the data for the first two months of 2010/11, the October + November figures show a drop of 3% in extra-EU/27 imports and no change in intra-EU/27 imports.

Olive oil imports (including olive-pomace oils) (t)

No	Importing country	October 10	October 11	November 10	November 11	December 10	December 11
1	Australia	2492.8	2571.2	3522.0	3027.0	3505.0	1580.0
2	Brazil	6852.5	5247.0	6461.1	8866.7	6002.8	6004.8
3	Canada	3511.0	2903.0	3520.0	4080.0	3704.0	2980.0
4	China	1073.1	2364.0	2657.5	2901.2	4439.8	5638.7
5	Japan	2911.0	3085.0	2651.0	3064.0	3181.0	3392.0
6	Russia	2354.0	2477.2	2151.0	3435.1	2749.0	2789.5
7	USA	25040.5	20939.5	20490.0	29832.0	27938.0	23574.0
8	Extra-EU/27	4869.0	6122.0	6586.0	4982.0	9821.0	nd
9	Intra-EU/27	82141.7	86248.0	91566.6	87821.0	107612.0	nd
	Total	**131245.6**	**131956.9**	**139605.2**	**148009.0**	**168952.6**	

2. TABLE OLIVES: 0.6% IMPORT GROWTH IN THE FIRST TWO MONTHS OF 2011/12

Of the six countries reported in the table below (intra-EU trade included), two recorded growth in their table olive imports in the first three months of the 2011/12 crop year (October–December), namely Brazil (+24%) and Canada (+12%). Imports decreased, however, into the United States (down by 12%, starting in November) as well as into Australia and Russia, each by 8%, because the December figures amply cancelled out the increases recorded in October and November. At the time of writing, December data were not available for the EU. Even so, when set against the data for the first two months of 2010/11, the October + November figures show a drop of 9% in extra-EU/27 imports and of 3% in intra-EU/27 imports.

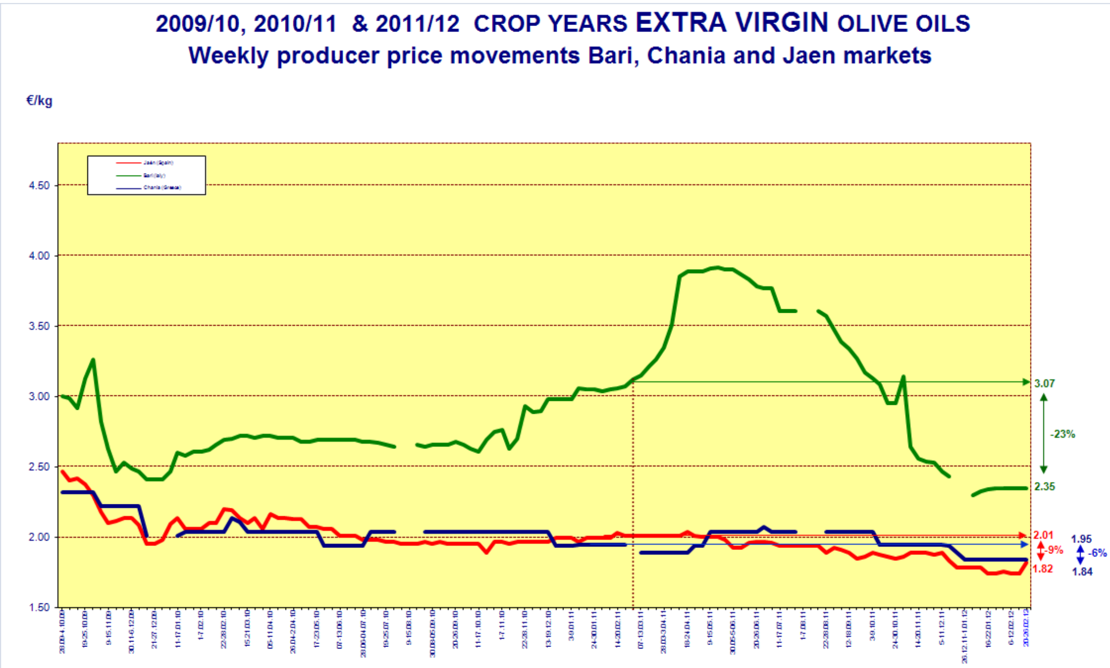
Table Olive Imports (t)

No	Importing country	October 10	October 11	November 10	November 11	December 10	December 11
1	Australia	934.0	1072.0	1649.0	1734.0	2222.0	1613.0
2	Brazil	9168.4	9746.1	8854.5	12350.8	8209.1	10340.0
3	Canada	2346.0	2953.7	2401.4	2577.0	2023.9	2024.3
6	Russia	6955.0	7318.0	9345.0	9527.0	9763.0	7243.0
7	USA	10327.0	10492.0	12400.0	10928.0	13064.0	9927.0
	Extra-EU/27	9375.1	9143.8	10030.9	8542.8	8674.8	nd
8	Intra-EU/27	27096.4	25305.2	27003.6	26977.0	24003.5	nd
	Total	**66201.9**	**66030.8**	**71684.4**	**72636.6**	**67960.3**	

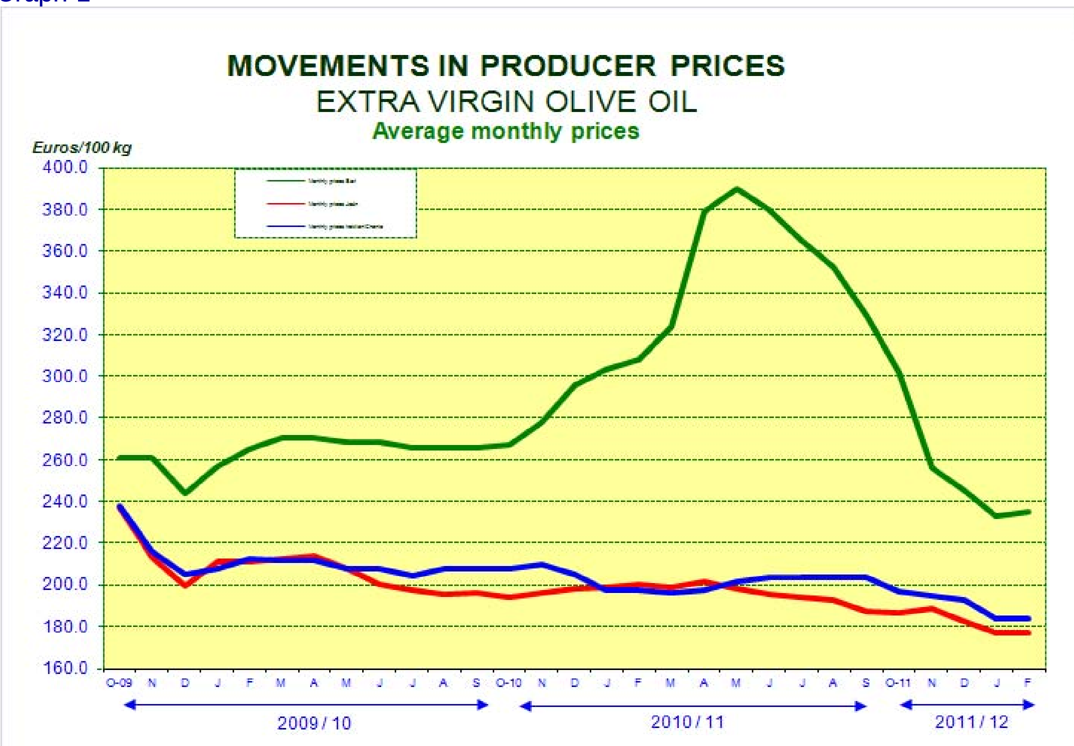
MOVEMENTS IN PRODUCER PRICES

Graphs 1 and 3 track the weekly movements in the prices paid to producers for extra virgin olive oil and refined olive oil in the top EU producing countries. The monthly price movements for the same two grades of oil plus refined olive pomace oils are shown in Graphs 2, 4 and 5, respectively.

- Extra virgin olive oil: Comparison with the same period the year before (Graph 1) shows that prices have dropped by 9% in Spain (€1.82/kg), 6% in Greece (€1.84/kg) and 23% in Italy (€2.35/kg). Prices in Italy and Greece have not varied in the past two months. However, in Spain, they have recorded a slight upturn after hitting their lowest level in the last three crop years.

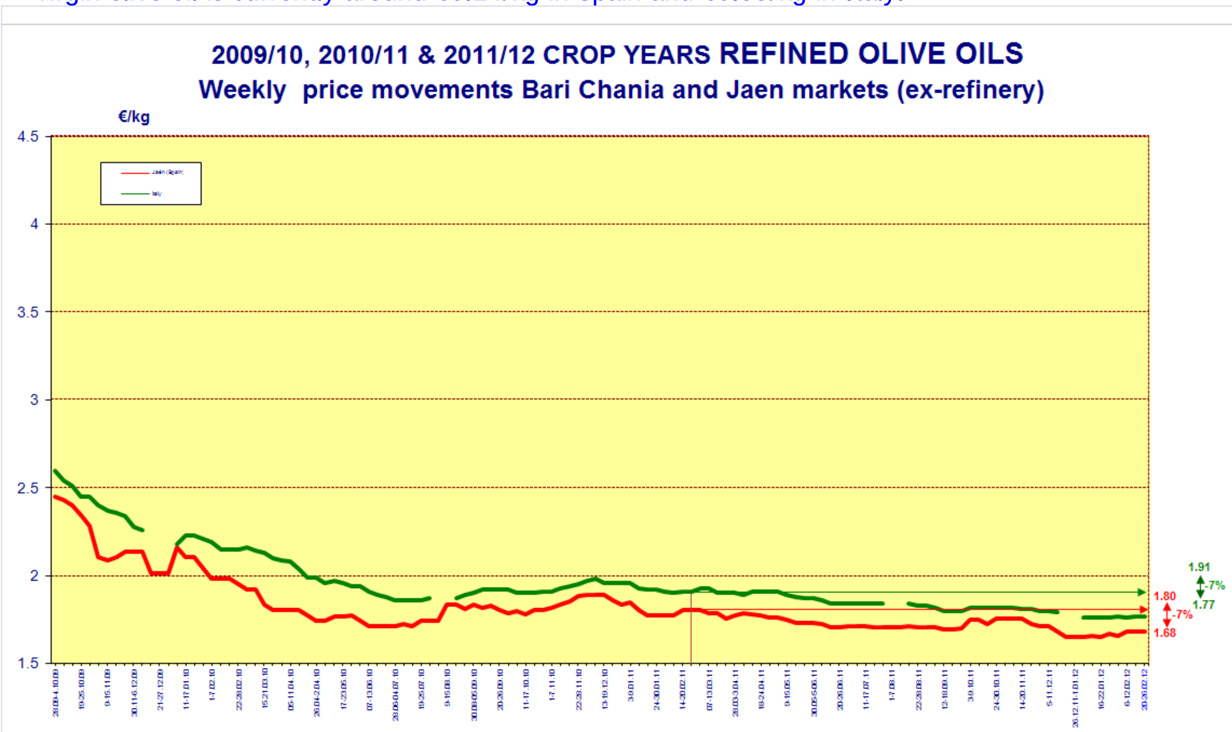


Graph 1

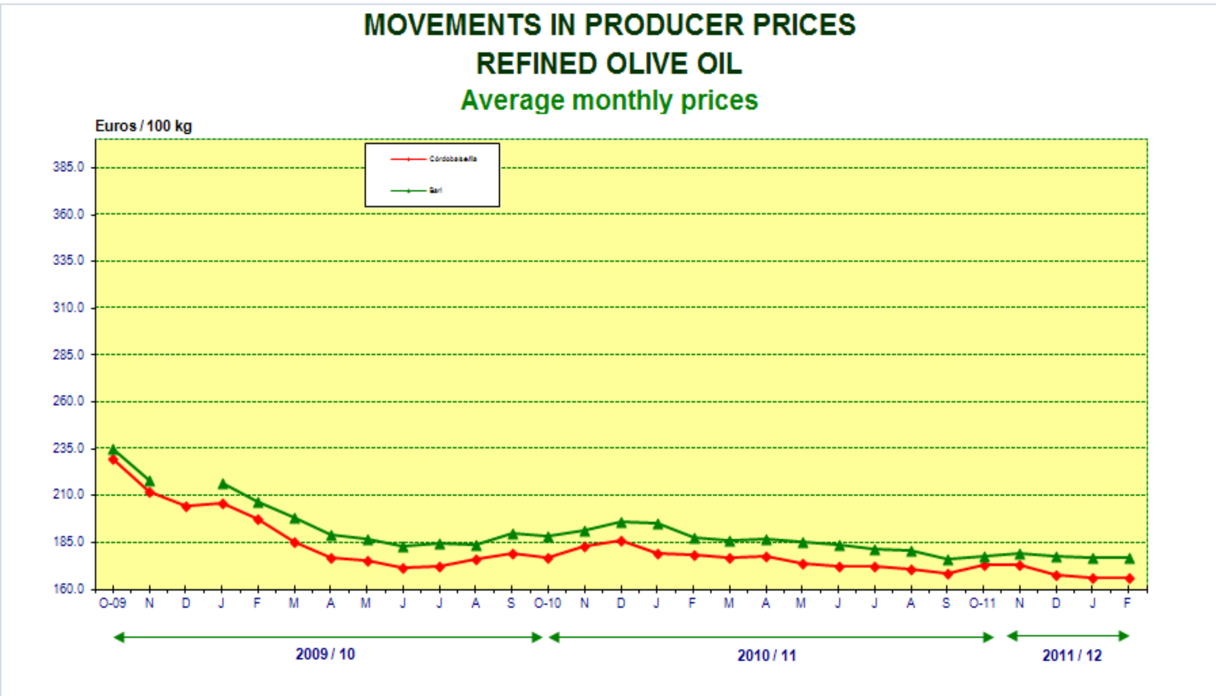


Graph 2

- Refined olive oil: Over the last 12 months, the prices of refined olive oil have fallen by 7% in Spain (€1.77/kg) and Italy (€1.77/kg) (Graph 3). These prices are lying at the lowest level since the last three crop years. No data are available for Greece. The gap between the prices of refined olive oil and extra virgin olive oil is currently around €0.14/kg in Spain and €0.58/kg in Italy.



Graph 3



Graph 4