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Italy

Kiwifruit

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Report Highlights: Total Italian kiwifruit output for the 2002/03 marketing year is forecast at 390,000 tons or 19% more than in 2001/02. This report revises previous expectation of an export decline; current data show Italian kiwi exports remain very large. In 2001/02 exports represented about 76% of domestic output.

Includes PSD changes: Yes
Includes Trade Matrix: Yes
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SITUATION AND OUTLOOK

GENERAL

Total Italian kiwifruit output for the 2002/03 marketing year is forecast at 390,000 tons or 19% more than in 2001/02. Figures provided by Italy at the IKO (International Kiwi Organization) convention in September were about 20% smaller. This report's production figures are due to an increase in planted area and high average yields, positively affected by heavy rains during summertime. Kiwis are mainly cultivated in Northern and Central Italian regions. Piemonte in Northern Italy and Lazio in Central Italy are the two Italian regions where the increase in kiwi planted area increased (7.4% and 5.8% respectively). These two Italian regions account for 50% of total Italian kiwi planted area.

CONSUMPTION AND PRICES

Kiwi consumption in 2002/03 is forecast to increase due to a large supply. Italian kiwi prices during 2002 were moderately high. They continued to stay high even in October and November 2002 despite a large domestic kiwi supply. In November 2002 Italian kiwi producers received 0.80 Euros/Kg, ten cents above prices from one year earlier, or 0.70 in November 2001. A poor supply of kiwis from New Zealand in October-November 2002 is the major reason for this high level of prices on the Italian Kiwi market. However, prices should decline progressively after Christmas due to a large Italian supply and consumption will increase significantly.

Confectionary industry utilization of kiwis is also increasing in Italy. Kiwis are used mainly in ice-cream and cake preparation.

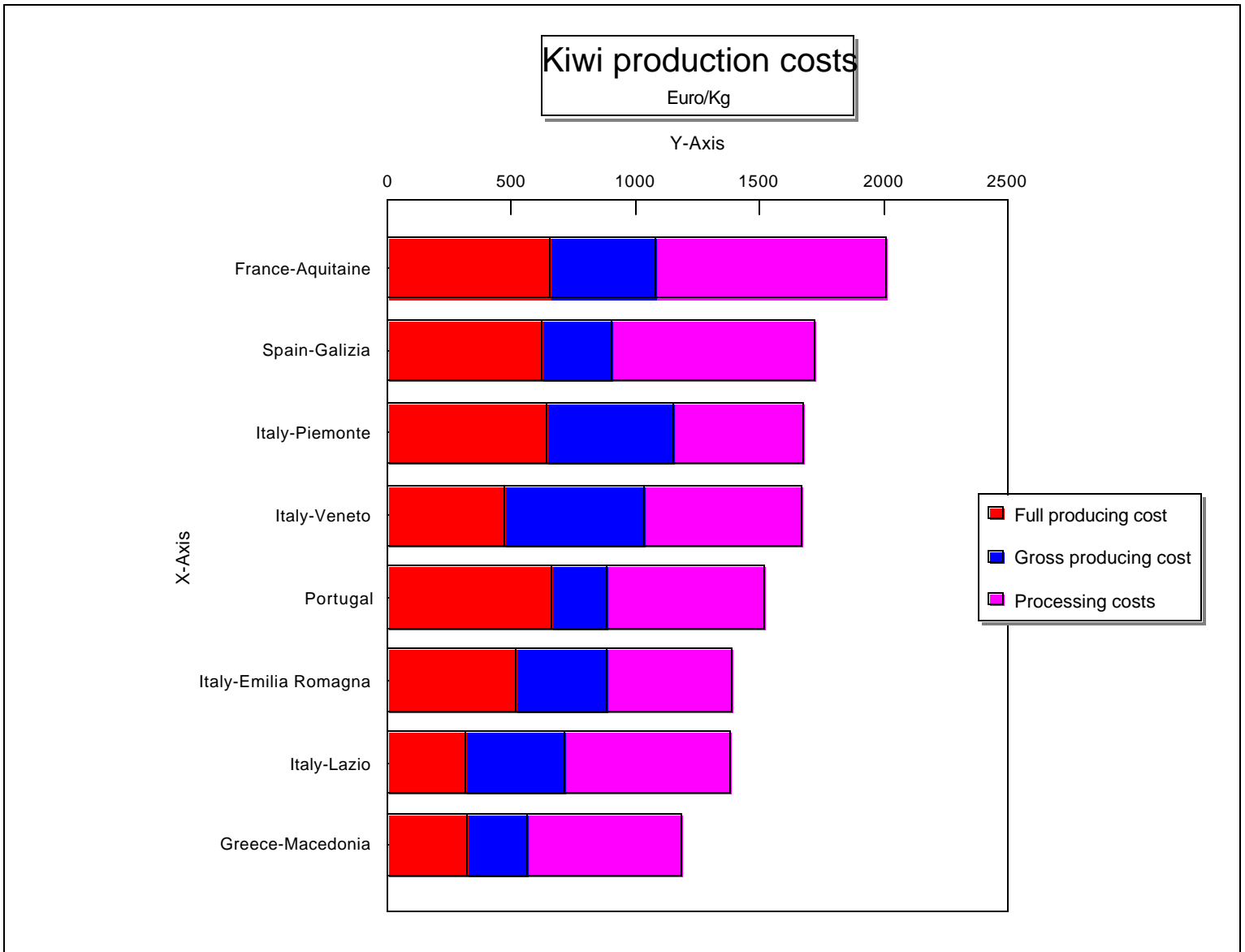
TRADE

Preliminary data of 2001/02 Italian kiwi exports shows a decline only due a reduced domestic supply. Italian kiwi exports are very large in relationship to total production. In 2001/02 exports represented about 76% of domestic output. In 2002/03 Italian kiwi exports are forecast to significantly increase due to increases in production. Most Italian kiwi exports in 2001/02 were delivered to the European Union. However, Poland became an important market for Italian kiwi exports, with about 12,000 tons. Germany remains the major market for Italian kiwis; in 2001/02 Germany imported 27% of all Italy's kiwi exports.

In 2001/02 new Zealand imports dropped due to a lack in production. Consequently, imports from Chile doubled up to 18,000 tons or 55% of total Italian kiwi imports. New Zealand kiwis are imported before the beginning of the Italian marketing year which begins November 15. Chilean kiwis enter the Italian market at the end of marketing year, in the spring, when the Italian stocks are finished and prices rise.

MARKETING

A recent market study made by University of Bologna compares competitiveness of kiwi industry in several Italian kiwi producing regions and the major European kiwi producing areas. The research focused on production costs and processing costs. According to the table below Aquitaine in France is the highest cost kiwi producing area due mainly to packaging costs. However, Piemonte is the region where farming costs are higher. Macedonia in Greece is the European region with the lowest costs.



PSD TABLE

PSD Table						
Country	Italy					
Commodity	Kiwifruit				(HA)(MT)	
	Revised	2000	Preliminary	2001	Forecast	2002
	Old	New	Old	New	Old	New
Market Year Begin		10/2000		10/2001		10/2002
Bearing Area	20100	20100	2200	21000	0	21000
Non-Bearing Area	0	0	0	0	0	0
TOTAL Area Planted	20100	20100	2200	21000	0	21000
TOTAL Area Harvested	19900	19900	20000	20500	0	21000
TOTAL Production	355000	355000	310000	329000	0	390000
Imports	32000	32000	35000	35000	0	25000
TOTAL SUPPLY	387000	387000	345000	364000	0	415000
Exports	285000	285000	250000	250000	0	295000
Domestic Consumption	102000	102000	95000	114000	0	120000
TOTAL DISTRIBUTION	387000	387000	345000	364000	0	415000

TRADE MATRIX

Export

Export Trade Matrix			
Country	Italy		
Commodity	Kiwifruit		
Time period		Units:	MT
Exports for:	2000		2001
U.S.	6733	U.S.	5499
Others		Others	
Germany	72998	Germany	55512
Spain	43554	Spain	31358
France	11998	France	9954
Netherlands	17451	Netherlands	14109
U.K.	16135	U.K.	12761
Belgium	6359	Belgium	5612
Austria	6643	Austria	4162
Poland	16382	Poland	12035
Canada	5405	Canada	4221
Total for Others	196925		149724
Others not Listed	69533		51536
Grand Total	273191		206759

Imports

Import Trade Matrix			
Country	Italy		
Commodity	Kiwifruit		
Time period		Units:	MT
Imports for:	2000		2001
U.S.		U.S.	
Others		Others	
France	213	France	800
Belgium	2293	Belgium	2737
Greece	1950	Greece	924
Chile	9131	Chile	18059
Netherlands	1665	Netherlands	1382
New Zealand	12478	New Zealand	8085
Total for Others	27730		31987
Others not Listed	956		1365
Grand Total	28686		33352

Price Table

Prices Table			
Country	Italy		
Commodity	Kiwifruit		
Prices in	Euro/Kg	per uom	
Year	2001	2002	% Change
Jan	0.56	0.9	60.71%
Feb	0.58	0.95	63.79%
Mar	0.57	0.95	66.67%
Apr	0.65	0.98	50.77%
May	0.73	1.01	38.36%
Jun			
Jul			
Aug			
Sep			
Oct	0.56	0.6	7.14%
Nov	0.71	0.8	12.68%
Dec	0.84		-100.00%
Exchange Rate		Local currency/US \$	