



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Scheduled Report - public distribution

Date: January 7, 2000

GAIN Report #IT0002

**Italy**

**Fresh Deciduous Fruit**

**Semi-Annual**

**2000**

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**Report Highlights:** Italian table grape output was revised slightly for 1999/2000 in response to a smaller decline, in comparison to 1998 production figures, than expected. The market for Italian deciduous fruit is difficult due to a large supply of fruit already on the market, including citrus and kiwifruit from this fall's harvest that was released to market last November.

Competition from imported fruit is also growing due to increased liberalization in the world market. As a result, prices in December, 1999, are 10 to 30% lower than for the same period last year

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Includes PSD changes: No  
Includes Trade Matrix: No  
Semi-Annual

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## SECTION I.

### Situation and Outlook

Forecast data for Italian table grape output was revised slightly for 1999/2000 in response to a smaller decline, in comparison to 1998 production figures, than expected. Favorable weather conditions boosted grape production more than anticipated. No change is reported in forecast data for pears, apples and apple juice.

The market for Italian deciduous fruit remains difficult due to a large supply for almost all types of Italian fruit including citrus and kiwifruit from this fall's harvest that was released to market last November. Competition from imported fruit is also growing due to increased liberalization in the world market. As a result, prices in December, 1999, are 10 to 30% lower than for the same period last year with wholesale prices for Italian table grapes down 10-15% to 1,200 Lire/kg (\$0.65/Kg), apples down 30% to 630 lire/Kg (\$0.33/Kg), and pears down 10-15% to 1,340 Lire/Kg (\$0.70/Kg). There is a general forecast that the increased world supplies will continue to result in a slow increase in Italian imports of fruit.

The implementation of EU Reg. 2000 which controls the organization of the horticultural sector has yet to take hold well in Italy. Only a very small share (about 25%) of Italian fruit and vegetable producers are members of the type of associations approved to receive subsidies and services under the legislation. The associations, who can receive on behalf of their members as much as 2.5% of the amount of its sales, are actively recruiting producers and are having some success in the more industrialized north. Many producers in the south however, who tend to be smaller and more independent, are not convinced in the financial need to join the associations.

## SECTION II

### PSD Table, Grapes

PSD Table						
Country:	Italy					
Commodity:	Fresh Table Grapes					
		1997		1998		1999
	Old	New	Old	New	Old	New
Market Year Begin		7/97		7/98		7/99
Area Planted	75000	75000	74000	73000	73000	72000
Area Harvested	74000	74000	73000	71000	71000	71000
Commercial Production	1420000	1420000	1410000	1490000	1400000	1450000
Non-Comm. Production	20000	20000	40000	35000	40000	40000
TOTAL Production	1440000	1440000	1450000	1525000	1440000	1490000
TOTAL Imports	10000	10000	10000	10000	10000	10000
TOTAL SUPPLY	1450000	1450000	1460000	1535000	1450000	1500000
Domestic Fresh Consump	647000	647000	650000	675000	650000	670000
Exports, Fresh Only	553000	553000	560000	560000	550000	560000
For Processing	250000	250000	250000	300000	250000	270000
Withdrawal From Market	0	0	0	0	0	0
TOTAL UTILIZATION	1450000	1450000	1460000	1535000	1450000	1500000

PSD Table, Apples

PSD Table						
Country:	Italy					
Commodity:	Apples					
		1997		1998		1999
	Old	New	Old	New	Old	New
Market Year Begin		07/97		07/98		07/99
Area Planted	71000	71000	70000	70000	70000	70000
Area Harvested	65000	65000	64000	64000	64000	64000
Bearing Trees	0	0	0	0	0	0
Non-Bearing Trees	0	0	0	0	0	0
Total Trees	0	0	0	0	0	0
Commercial Production	1970000	1970000	2100000	2200000	2250000	2250000
Non-Comm. Production	44000	44000	38000	43000	43000	43000
TOTAL Production	2014000	2014000	2138000	2243000	2293000	2293000
TOTAL Imports	41300	41300	15000	20000	20000	20000
TOTAL SUPPLY	2055300	2055300	2153000	2263000	2313000	2313000
Domestic Fresh Consump	1250000	1250000	1290000	1393000	1463000	1463000
Exports, Fresh Only	515000	515000	520000	520000	500000	500000
For Processing	290300	290300	343000	350000	350000	350000
Withdrawal From Market	0	0	0	0	0	0
TOTAL UTILIZATION	2055300	2055300	2153000	2263000	2313000	2313000

PSD Table, Pears

PSD Table						
Country:	Italy					
Commodity:	Fresh Pears					
		1997		1998		1999
	Old	New	Old	New	Old	New
Market Year Begin		07/97		07/98		07/99
Area Planted	50000	50000	50000	48000	48000	48000
Area Harvested	45000	45000	45000	44000	44000	44000
Bearing Trees	0	0	0	0	0	0
Non-Bearing Trees	0	0	0	0	0	0
Total Trees	0	0	0	0	0	0
Commercial Production	609000	609000	1010000	1055000	750000	750000
Non-Comm. Production	50000	50000	60000	60000	47777	47000
TOTAL Production	659000	659000	1070000	1115000	797777	797000
TOTAL Imports	134000	134000	50000	60000	90000	90000
TOTAL SUPPLY	793000	793000	1120000	1175000	887777	887000
Domestic Fresh Consump	616000	616000	840000	865000	647000	647000
Exports, Fresh Only	97000	97000	170000	200000	160000	160000
For Processing	80000	80000	110000	110000	80000	80000

PSD Table, Apple Juice

PSD Table	Juice					
Country:						
Commodity:						
		1997		1998		1999
	Old	New	Old	New	Old	New
Market Year Begin						
Deliv. To Processors	290300	290300	343000	350000	0	350000
Beginning Stocks	0	0	4000	4000	2000	0
Production	44000	44000	40000	59000	0	60000
Imports	27000	27000	25000	40000	0	44000
TOTAL SUPPLY	71000	71000	69000	103000	2000	104000
Exports	63000	63000	63000	99000	0	100000
Domestic Consumption	4000	4000	4000	4000	0	4000
Ending Stocks	4000	4000	2000	0	2000	0
TOTAL DISTRIBUTION	71000	71000	69000	103000	2000	104000