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Italy

Kiwifruit

Annual

2002

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Report Highlights: Area planted to kiwi continues to expand, but poor weather caused a 12.5% drop in Italian kiwi production in 2001/02. Production is estimated at 310,000 MT and exports at 250,000 MT. In 2000/01 exports were 285,000 MT, Italy's record year for exports.

Includes PSD changes: Yes

Includes Trade Matrix: Yes

Annual Report

Rome [IT1], IT

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SITUATION AND OUTLOOK

GENERAL

Total Italian kiwifruit production for the 2001/02 marketing year is forecast at 310,000 tons or 12.5% below the previous year's level. This number is higher than forecast data supplied at the IKO (International Kiwi Organization) convention in September 2001. However, numbers provided by IKO for Italy only include commercial production that is on average 4-7 percent less than total production.

The drop in kiwi yield in 2001 was due to unfavorable weather conditions that affected kiwi crops in all Italian producing areas. The weather also negatively affected fruit quality, especially fruit size.

Italian kiwi planted area continued to expand due to high prices and increasing consumption.

CONSUMPTION/PRICES

For two consecutive years very high consumption levels were recorded due to large supplies. For 2001/02 Italian kiwi consumption is forecast to return to average levels.

Kiwi prices at processing plants averaged 0.60 Euro/kg and 0.62 Euro/kg respectively in 2000 and 2001. In 1999 the price was 0.90 Euro/Kg. Low prices stimulated kiwi consumption significantly in 1999 and 2000. Prices are forecast to recover significantly during the 2001/02 marketing year due to a lower supply. Kiwi prices at processing plants were around 1 Euro/kg during December 2001 vs. 0.55 Euro/kg in December 2000.

Confectionery industry use of kiwis continues to grow. Kiwis are used in cakes and ice-cream. However, utilization of kiwis for processing is still quite low at only 2-3% of consumption.

TRADE

Italian kiwi exports increased significantly in 1999/00 and 2000/01 due to large domestic supplies. For 2000/01 Italian kiwi exports are initially estimated at 285,000 tons or 80 percent of domestic output. This represents a record level. For 2001/02 they will decline due to a lower supply.

Most Italian kiwi exports in 2000 were delivered to European Union Countries. Germany remains the major export market, importing 27% of total Italian kiwi exports. In 2000 New Zealand became the major supplier of 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

Italian kiwi producers and traders established an Interprofessional Committee in 2001 in order to establish policies and rules for better production, marketing and promotion of kiwis. The principal standards set by the kiwi Interprofessional Committee are the following:

Fruit degrees Brix: 6.2 at harvest

9.5 when exit processing plant

12 at retail market.

Fruit size: 70 grams (lowered to 65 grams for 2001/02)

Beginning date for sales: October 15, for overseas shipments

November 1, for other destinations.

Similar rules had been instituted by producer associations during in recent years but these were not respected.

The sale of kiwi in supermarkets and hypermarkets continues to increase in Italy. However, in Italy most fruit, including kiwis, is still sold in street markets and fruit shops, generally in bulk. Only 13 percent of fruit is sold in packages.

PSD TABLE

PSD Table						
Country	Italy					
Commodity	Kiwifruit				(HA)(MT)	
	Revised	1999	Preliminary	2000	Forecast	2001
	Old	New	Old	New	Old	New
Market Year Begin		10/1999		10/2000		10/2001
Bearing Area	20000	20000	20200	20100	0	2200
Non-Bearing Area	0	0	0	0	0	0
TOTAL Area Planted	20000	20000	20200	20100	0	2200
TOTAL Area Harvested	197000	197000	20000	19900	0	20000
TOTAL Production	346000	346000	360000	355000	0	310000
Imports	22000	22000	18000	32000	0	35000
TOTAL SUPPLY	368000	368000	378000	387000	0	345000
Exports	260000	260000	270000	285000	0	250000
Domestic Consumption	108000	108000	108000	102000	0	95000
TOTAL DISTRIBUTION	368000	368000	378000	387000	0	345000

TRADE MATRIX

Export

Export Trade Matrix			
Country	Italy		
Commodity	Kiwifruit		
Time period		Units:	MT
Exports for:	1999		2000
U.S.	8250	U.S.	6733
Others		Others	
Germany	70118	Germany	72998
Spain	40102	Spain	43554
France	10900	France	11998
Netherlands	17442	Netherlands	17451
U.K.	15759	U.K.	16135
Belgium	5629	Belgium	6359
Austria	7009	Austria	6643
Poland	16458	Poland	16382
Canada	2453	Canada	5405
Total for Others	185870		196925
Others not Listed	65997		69533
Grand Total	260117		273191

Import

Import Trade Matrix			
Country	Italy		
Commodity	Kiwifruit		
Time period		Units:	MT
Imports for:	1999		2000
U.S.		U.S.	
Others		Others	
France	2192	France	213
Belgium	1359	Belgium	2293
Greece	1760	Greece	1950
Chile	8912	Chile	9131
Netherlands	1146	Netherlands	1665
New Zealand	5834	New Zealand	12478
Total for Others	21203		27730
Others not Listed	984		956
Grand Total	22187		28686

PRICE TABLE

Prices Table			
Country	Italy		
Commodity	Kiwifruit		
Prices in	Liras/Kg	per uom	
Year	2000	2001	% Change
Jan	1278	1093	-14.48%
Feb	1318	1118	-15.17%
Mar	1220	1113	-8.77%
Apr	1167	1263	8.23%
May	1305	1421	8.89%
Jun	1425		-100.00%
Jul			
Aug			
Sep			
Oct	784	1089	38.90%
Nov	916	1366	49.13%
Dec	1005		-100.00%
Exchange Rate	2162	Local currency/US \$	