

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Italy

Post: Rome

Kiwifruit Overview

Report Categories:

Kiwifruit

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Report Highlights:

Italy produces around 70 percent of the northern hemisphere's kiwis, thereby confirming its position as a leading global supplier.

Overview

Italy produces around 70 percent of the northern hemisphere's kiwis, thereby confirming its position as a leading global supplier. Italy is Europe's top kiwi producer with 448,232 MT (metric tons) in MY2011/12, up 12 percent from MY2010/11. Approximately 75 percent of production is exported. Kiwi's commercial calendar goes from November to May. The leading producing region are Latina (7,200 ha); Piedmont (4,950 ha); Emilia Romagna (3,250 ha), and Veneto (3,200 ha). The most common variety planted is the Hayward. Recently, nine suppliers have formed a marketing Consortium mainly from the Emilia Romagna and Veneto regions: Spreafico, Naturitalia, Salvi-Unacoa, Granfrutta Zani, Frutta C2, Orogel Fresco, Pempacorer, Minguzzi, and Consorzio Kiwigold. These companies jointly represent more than 100,000 tonnes of Hayward kiwis or around 20 per cent of the country's total output.

Kiwifruit Production in 2011

Geographical Areas	Total Area Hectares	Production Area Hectares	Total production Metric Tons	Harvested production Metric Tons
North	13,076	11,510	243,243	242,108
Center	8,547	8,067	134,775	119,488
South	3,307	2,934	70,214	69,961
ITALY	24,930	22,511	448,232	431,557

Source: ISTAT - Italian National Institute of Statistics

Top 10 Italian kiwifruit exports

Partner Country	Quantity Metric Tons			% Change 2011/2010
	2009	2010	2011	
World	378,122	372,232	365,956	- 1.69
Germany	74,318	75,769	65,451	- 13.62
Spain	58,241	46,728	46,778	0.11
France	36,209	27,407	23,394	- 14.64
Poland	19,396	20,326	22,506	10.72
Russia	15,295	16,764	16,903	0.83
United Kingdom	19,511	15,952	15,469	- 3.02
United States	12,211	10,687	14,738	37.90
Netherlands	18,313	14,834	13,653	- 7.97
Brazil	4,403	7,892	11,818	49.75
Lithuania	6,356	12,276	10,260	- 16.42
Belgium	11,117	12,571	9,413	- 25.12

Source: Global Trade Atlas

Top 10 Italian kiwifruit imports

Partner Country	Quantity Metric Tons			% Change 2011/2010
	2009	2010	2011	
World	54,868	52,755	48,281	- 8.48
Chile	32,946	29,273	23,662	- 19.17
New Zealand	15,286	17,456	16,882	- 3.29
Belgium	2,021	1,475	2,661	80.43
Greece	1,105	1,327	1,590	19.81
Spain	617	550	1,167	112.13
Netherlands	1,920	1,233	1,103	- 10.53
Argentina	231	355	416	17.09
Germany	258	431	353	- 18.21
Slovenia	311	297	175	- 41.03
France	119	244	113	- 53.83

Source: Global Trade Atlas

Abbreviations and Definitions Used in this Report

HS Code: 081050

Ha hectare; 1 ha = 2.471 acres

MT Metric ton = 1,000 kg

Marketing Year: December/November