



Focus on table olives: world estimates for 2012/13

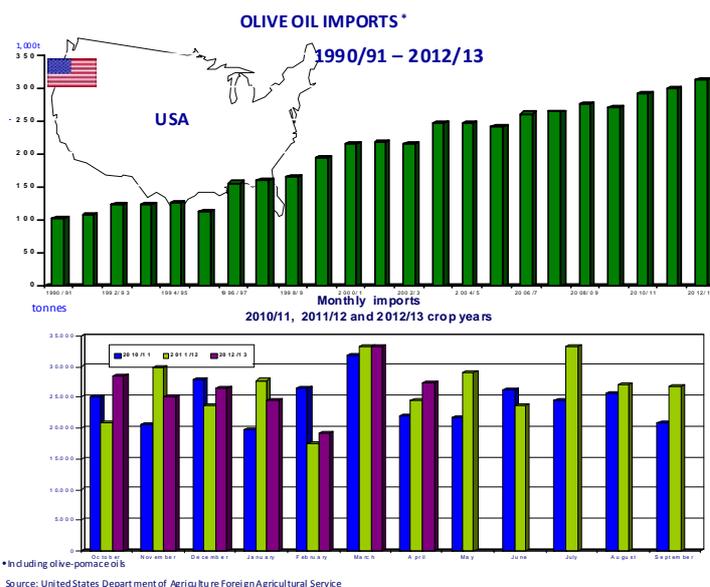
Estimated at 2 422 000 t, **world table olive production** in the 2012/13 crop year is expected to be similar to the level of the season before. Aggregate output will be lower in the EU producing countries, going down by 2 pc compared with 2011/12. Itemised scrutiny reveals that production in Spain (482 000 t) and Italy (74 000 t) will decrease by 8 pc and 3 pc respectively whereas in Greece (160 000 t) and Portugal (9 100 t) it will increase by respective rates of 23 pc and 1 pc. Looking at production in the non-EU member countries of the IOC, Turkey (410 000 t) is expected to record 2 pc growth and lies in second position in the world production ranking after Spain. Next is Egypt with an output of 375 000 t (-2 pc on 2011/12), Algeria with 175 000 t (+20 pc), Argentina with 60 000 t (-60 pc), Iran with 39 000 t (+11 pc) and Jordan with 28 000 t (+8 pc).

World consumption of table olives is assessed at 2 521 500 t, down by 1 pc on the season-before level when consumption reached 2 554 500 t. The biggest decreases are expected in the EU countries where aggregate consumption looks set to be 628 600 t, i.e. an average 6 pc lower than the season before (Spain: -17 pc; France: -1 pc; other EU countries: -8 pc). The exception is Greece where consumption is expected to be +20 pc higher. Elsewhere in the IOC Members, consumption goes down in Egypt (-4 pc) and Israel (-5 pc) but up in Algeria (+4 pc), Iran (+9 pc) and Jordan (+24 pc). In the rest of the countries, consumption in 2012/13 is lying at similar levels to 2011/12.

USA – CAMPAIGN TO PROMOTE OLIVES AND OLIVE OIL

In issue 51 (June 2011) of the newsletter, we announced the launch of an 18-month IOC campaign to promote olive oil and table olive consumption in the United States and Canada on 11 July 2011, coinciding with the Fancy Food Show in Washington DC.

Focused on the health promoting and other benefits of olive oil and olives, the *Add Some Life* campaign aimed to position olive oil as North America's cooking oil of choice and to elevate table olives to a more prominent place in the North American palate. Now completed, the campaign has been a success judging from the constant import growth recorded since its outset. In 2011/12, the United States imported 317 095 t of olive oil, 9 pc more than in 2010/11. The bar charts on the right show import trends by crop year (*top*) and monthly imports for the last three crop years (*bottom*).



The calibre of the US/Canada campaign can also be gauged in other ways. The Executive Secretariat is delighted to announce that the *Add Some Life* campaign, conducted by the Minneapolis-based public relations consultancy agency Exponent PR on behalf of the IOC, has won two national awards and two regional awards in 2013.

National Awards:

Public Relations Society of America Silver Anvil Awards
Category: Reputation/Brand Management
International Olive Council with Exponent PR

The PRSA Silver Anvil programme is the public relations industry's most prestigious award. The Silver Anvils recognise and honour the very best public relations programmes planned and executed each year. This year's competition drew a total of 847 entries. Of those, only 144 organisations were selected by the distinguished judging panel as finalists.



SABRE Awards

Category: Digital media kit/press room
International Olive Council with Exponent PR

The SABRE Awards are the world's largest awards competition for the public relations industry. They celebrate PR campaigns that demonstrate the highest levels of creativity, integrity, effectiveness and excellence in public relations programming.

Regional Awards:

The annual Minnesota PRSA Classics Awards honour the best in public relations practices.

Minnesota PRSA Classics

Media Relations (Government/Non-profit)

Giving North American Consumers More Reasons to Say "Olive-You"

International Olive Council with Exponent PR

International Public Relations

Bon Appetit! Olives and Olive Oil Add Joie de Vivre

International Olive Council with Exponent PR

I. WORLD MARKET FOR OLIVE OIL AND TABLE OLIVES

1. OLIVE OIL MIDWAY THROUGH 2012/13

Trade in olive oil and olive pomace oil expanded in the first seven months of the 2012/13 crop year (October 2012–April 2013) in the import markets listed below, rising by 27 pc in Japan, 19 pc in China, 14 pc in Brazil, 5 pc in Russia, and 4 pc in the United States while remaining stable in Canada and decreasing by 2 pc in Australia. The EU data for April 2013 were not available at the time of publication, but the figures for the first six months of the crop year (October 2012–March 2013) report an increase of 68.1 pc in extra-EU/27 imports and a decrease of 7 pc in intra-EU acquisitions versus the same period a season earlier. This is obviously linked to the low level of EU olive oil production in 2012/2013.

Olive oil imports (including olive-pomace oils) (t)															
No	Importing country	October 11	October 12	November 11	November 12	December 11	December 12	January 12	January 13	February 12	February 13	March 12	March 13	April 12	April 13
1	Australia	2571,2	3521,0	3027,0	3858,0	1580,0	1506,0	3060,0	2227,0	2289,0	1905,0	3491,0	2225,0	2082,0	2485,0
2	Brazil	5247,0	9847,4	8866,7	8995,4	6004,8	6001,3	6414,7	5500,7	6453,8	7855,8	5615,9	6592,4	4583,7	4457,0
3	Canada	2925,7	4392,0	4080,0	3360,9	2979,7	2570,1	2471,5	4040,1	2263,6	3389,7	4939,5	2882,0	3455,1	2376,7
4	China	2364,0	2826,8	2901,2	4443,8	5638,7	4732,9	3897,1	6360,5	2063,1	1766,4	2524,6	2510,5	2472,9	3382,6
5	Japan	3085,0	4431,0	3064,0	4474,0	3392,0	3994,0	3597,0	4253,0	3519,0	3599,0	2670,0	4184,0	3897,0	4480,0
6	Russia	2477,2	3678,1	3435,1	3356,9	2789,5	2766,0	1728,7	1616,5	1909,2	2346,4	2895,7	2245,9	1992,2	2663,9
7	USA	20939,5	28507,0	29832,0	25118,0	23574,0	26505,0	27739,0	24571,0	17383,0	19018,8	33277,0	33208,0	24527,0	27271,0
8	Extra-EU/27	6122,0	14270,4	4982,0	10097,7	6254,7	4413,4	5174,4	8924,3	9766,9	15411,0	8034,6	14689,6	7439,0	nd
	Intra-EU/27	83267,6	91192,4	92717,7	73953,2	103378,2	94665,0	88265,9	98115,8	101533,0	81258,2	92686,2	82308,6	74969,3	nd
	Total	128999,2	162666,1	152905,7	137657,9	155591,6	147153,7	142348,3	155608,9	147180,6	136550,3	156134,5	150846,0	125418,2	

2. TABLE OLIVES MIDWAY THROUGH 2012/13

As can be seen from the next table, table olive imports in the first seven months of the 2012/13 crop year (October 2012–April 2013) rose by 12 pc in Russia, 11 pc in Canada, 6 pc in Australia, 5 pc in Brazil and 1 pc in the United States. The EU data for April 2013 were not available when writing this newsletter. However, in the six months from October 2012 to March 2013, extra-EU/27 imports increased by 1 pc whereas intra-EU/27 acquisitions went down by -2 pc compared with the same period the season before.

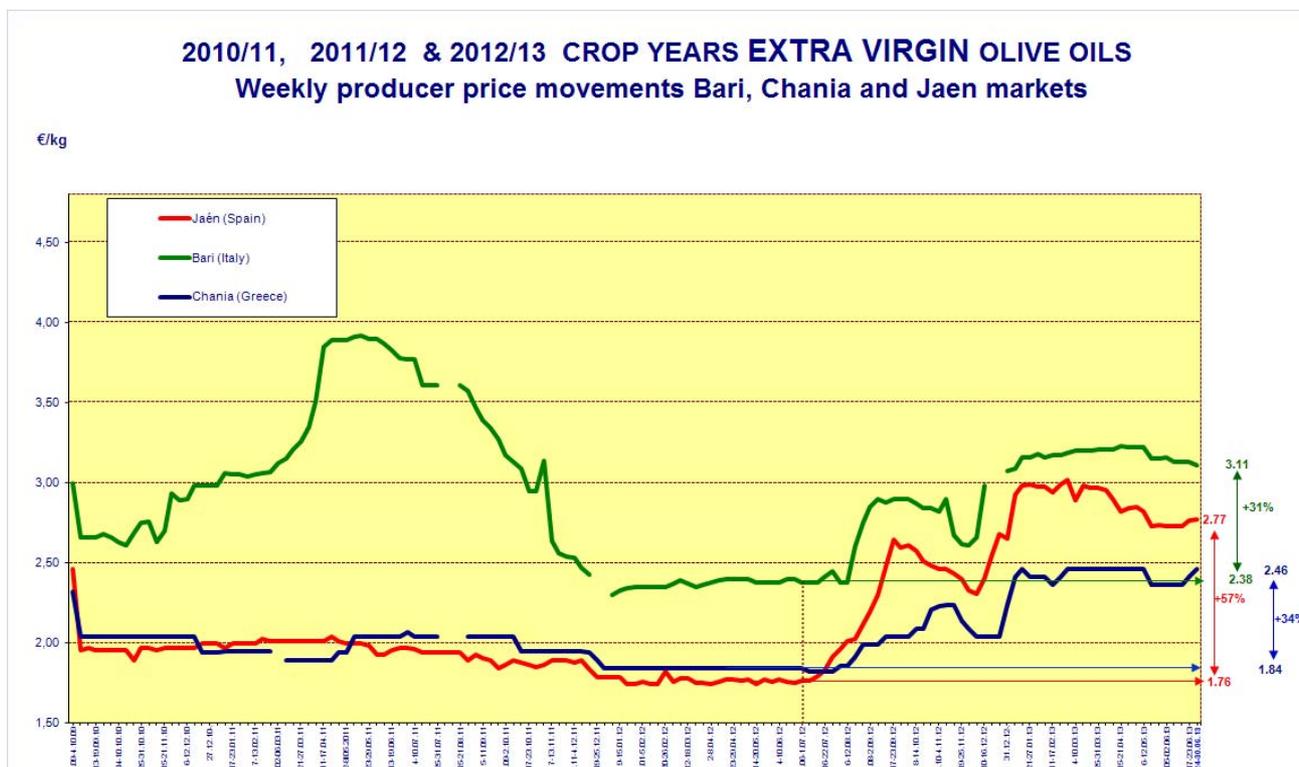
Table Olive Imports (t)															
N°	Importing country	October 11	October 12	November 11	November 12	December 11	December 12	January 12	January 13	February 12	February 13	March 12	March 13	April 12	April 13
1	Australia	1072,0	1330,0	1734,0	1858,0	1613,0	1821,0	1510,0	1597,0	1515,0	1906,0	1768,0	1423,0	1239,0	1161,0
2	Brazil	9746,1	12957,5	12350,8	11357,0	10340,0	10731,5	7069,0	7005,4	5554,5	7419,6	7868,7	7229,7	7641,4	7199,0
3	Canada	2953,7	2942,0	2577,0	2807,0	2024,0	2998,0	1755,0	2831,0	2020,0	1805,0	2270,0	1939,0	2071,0	2033,0
4	Russia	7707,0	9574,4	9949,0	9692,4	7889,0	6485,1	3001,9	5680,9	5430,6	5886,7	5501,0	6415,8	4395,7	5403,9
5	USA	10492,0	10404,0	10928,0	11100,0	9927,0	10050,0	10015,0	9317,0	8512,0	8969,5	11674,0	12126,0	12373,0	12451,0
6	Extra-EU/27	9240,2	9115,4	8571,5	8117,9	8318,6	8744,1	8243,4	8454,5	8302,9	8259,7	10304,7	10723,5	10978,8	nd
	Intra-EU/27	26863,6	31815,0	27978,6	30431,8	25353,6	26116,5	37203,3	26184,8	24356,5	24420,0	27946,2	27369,5	26313,6	nd
	Total	67874,6	78138,3	74088,9	75364,1	65465,2	66946,2	68797,6	61070,6	56915,5	58666,5	67332,6	67226,5	65012,5	



II. PRODUCER PRICE MOVEMENTS

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 are given in Graphs 2 and 4.

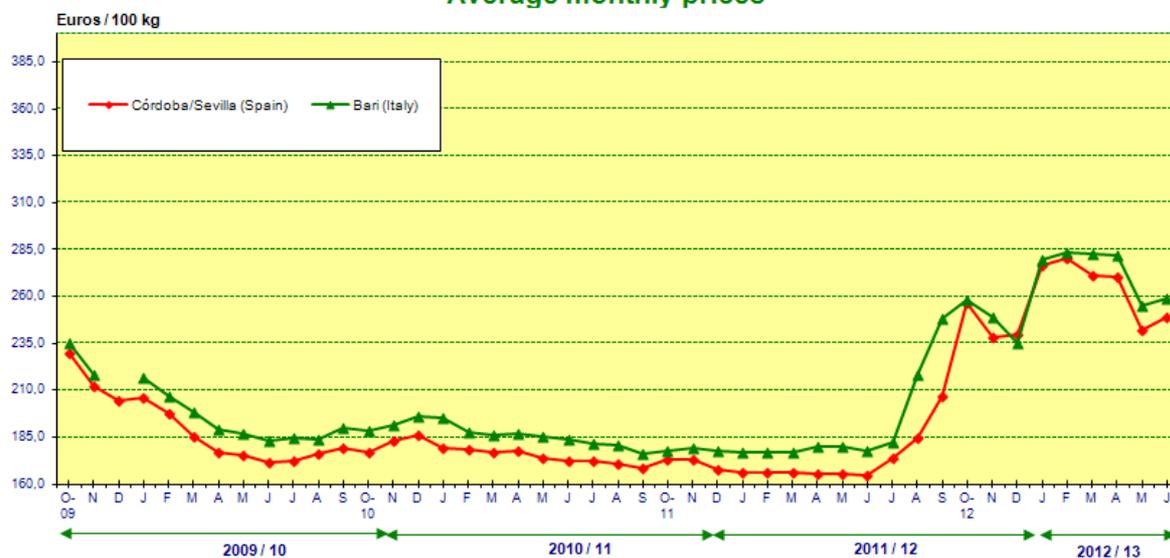
- **Extra virgin olive oil:** Prices in Spain started to climb sharply in late July 2012, reaching €2.64/kg by the third week of September. They then switched course in the second week of October, dropping until the second week of December when they reached €3.02/kg. They continued to oscillate around this level until the second week of March 2013, at which point they started to descend again. After a slight increase, they now lie at €2.77/kg, thus showing 57 pc growth on year-ago prices. In Italy, they rose from the low of €2.61/kg recorded in the last week of November 2012 to €3.23/kg in the last week of April 2013, at which point they progressively dipped to €3.11/kg, where they held steady. This translates into 31 pc growth on the same period a season earlier (see Graph 1). Prices in Greece moved upwards in the last weeks of June 2013 to reach €2.46/kg, increasing by 34 pc on the previous period. They thus seem to be back on a rising trend.



Graph 1



MOVEMENTS IN PRODUCER PRICES
REFINED OLIVE OIL
Average monthly prices



Graph 4

Notice

The IOC is still offering a 50 pc discount on online sales of the *World Olive Encyclopaedia* (available in Arabic, English, French, Greek, Italian, Portuguese, Spanish and Turkish) and the *World Catalogue of Olive Varieties* (available in Arabic, English, French, Italian, and Spanish).

<http://www.internationaloliveoil.org/store/index/664-world-olive-encyclopaedia-publications>