The global market for olive oil: discussion

Jose-Maria Garcia-Alvarez-Coque
UPV, Valencia
CAL/MED Workshop, 17 June 2008, Cetraro
Trends

- Increasing demand
- Higher appreciation in non-traditional countries
- Domestic consumption keeps high in producing countries
- Small growers are organized in coop organizations
- Still high shares of the product are marketed directly and are related to rural tourism
- Investment and increasing production in Med countries
- Advances in production technology
Issues

- The role of “decoupled” EU support
- Plantations in the 90s are becoming productive
- Overall consumption increase < production increase?
- Market growth does not mean virgin or extra-virgin demand
- The role of EU trade policies
- Strategies of retailers / traders. The issue of market power.
- The future of coops in low yield areas
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