
The global market for olive oil: discussion

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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
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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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