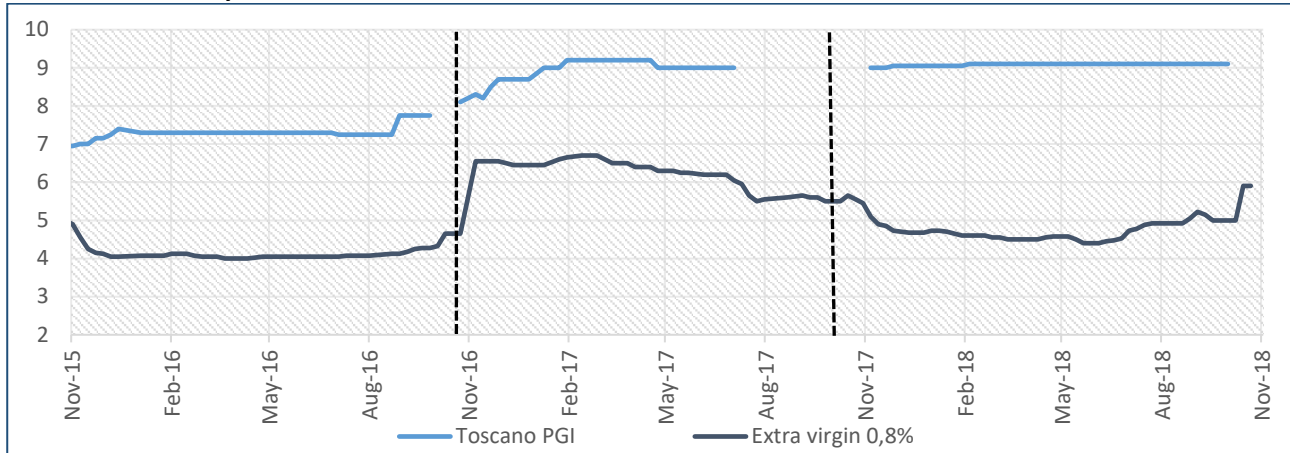


**PRICE OF MADE IN ITALY PRODUCT:  
TOSCANO PGI EXTRA VIRGIN OLIVE OIL – NOVEMBER 2018**

**Figure 1: Weekly average wholesale price (€/kg) of the TOSCANO PGI extra virgin olive oil and the extra virgin olive oil with 0.8 % acidity**



Source: Unioncamere-BMTI computation on data collected by the Florence Chamber of Commerce. The price has been computed as the average between the minimum and the maximum of the wholesale price. The extra virgin olive oil containing an acidity of no more than 0.8% has been selected as the generic product.

**Table 1: Average wholesale price (€/kg) of the TOSCANO PGI extra virgin olive oil and the extra virgin olive oil with 0.8 % acidity by campaign\***

	2015-2016	2016-2017	2017-2018	Var.% 2017-2018/ 2016-2017	
<b>Toscano PGI</b>	7,31	8,92	9,08	↑	1,8%
<b>Extra virgin 0,8%</b>	4,18	6,16	4,76	↓	-22,7%

Source: Unioncamere-BMTI computation on data collected by the Florence Chamber of Commerce.

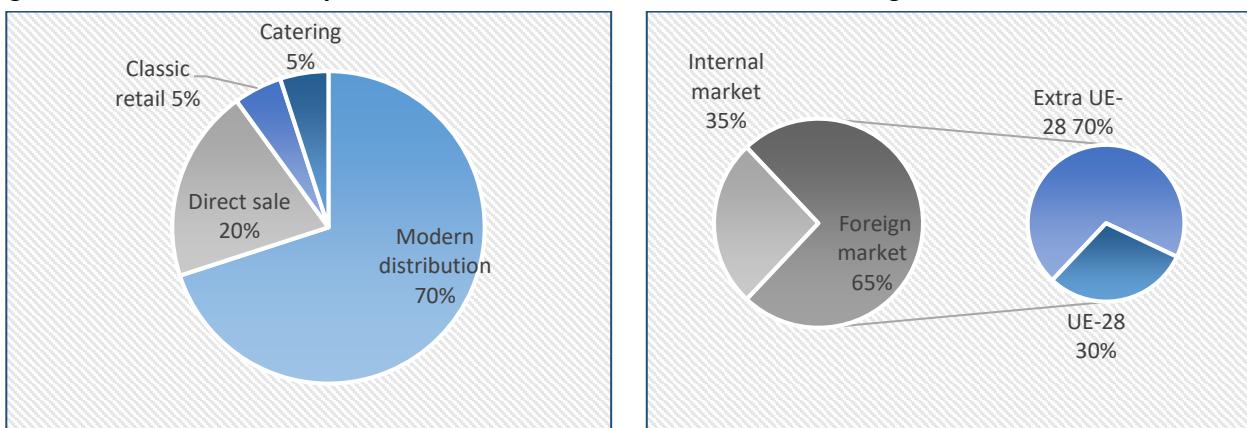
\* 1 November – 31 October

**Table 2: Average wholesale price (€/kg) of the TOSCANO PGI extra virgin olive oil and the extra virgin olive oil with 0.8 % acidity by month**

	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Var.% Oct-18 Sep-18	
<b>Toscano PGI</b>	9,01	9,05	9,05	9,10	9,10	9,10	9,10	9,10	9,10	9,10	9,10	9,10	→	0,0%
<b>Extra virgin 0,8%</b>	4,89	4,68	4,68	4,59	4,51	4,54	4,47	4,46	4,85	4,99	5,09	5,45	↑	7,0%

Source: Unioncamere-BMTI computation on data collected by the Florence Chamber of Commerce.

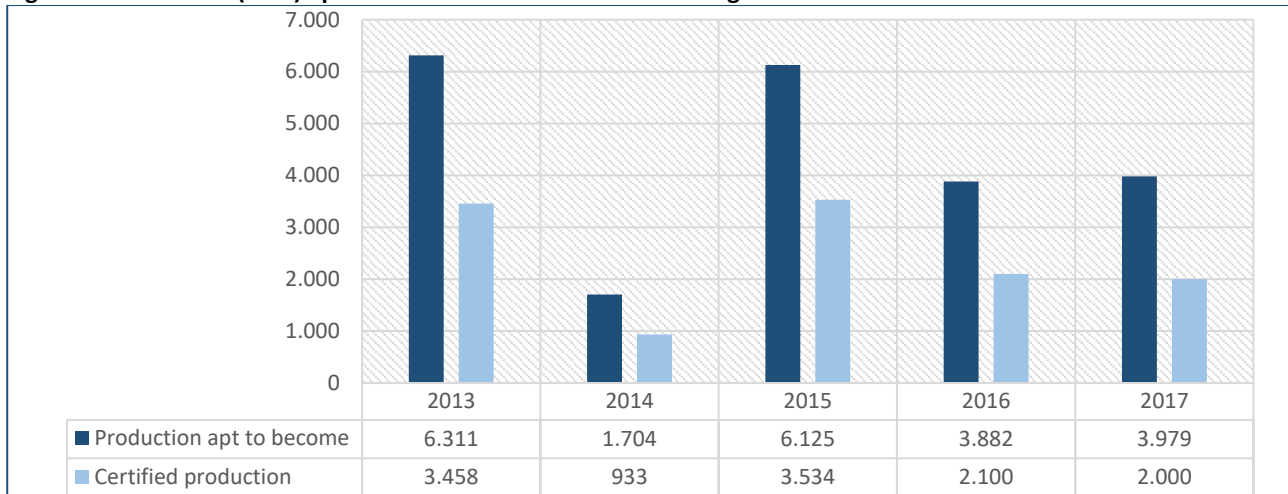
**Figure 2: Sales channels in Italy and sales allocation of the TOSCANO PGI extra virgin olive oil**



Source: Unioncamere-BMTI computation on data collected by the Consortium for the protection of Toscano PGI.

PRICE OF MADE IN ITALY PRODUCT:  
TOSCANO PGI EXTRA VIRGIN OLIVE OIL – NOVEMBER 2018

Figure 3: Production (tons) apt to become TOSCANO PGI extra virgin olive oil



Source: Unioncamere-BMTI computation on data collected by the Consortium for the protection of Toscano PGI.

**MAIN FINDINGS FOR THE 2017/2018 SEASON:**

- ✓ Unlike the national increase, the **certified production** of the Toscano PGI in 2017 showed no significant variation compared to previous year, remaining steady at 2000 tons (-5% on annual basis, data provided by the Consortium for the protection of Toscano PGI) (figure 3). Such trend is an important factor underlying the price stability throughout the 2017/18 season.
- ✓ The price of the **Toscano PGI extra virgin olive oil** levelled out at 9 €/kg over the 2017/18 season (computation on data provided by the Florence Chamber of Commerce), displaying a slight increase compared to the previous year (+1,8%) (table 1). The price differential between the Toscano PGI and the conventional extra virgin olive oil (0,8% of acidity) widened: it went from approximately 2,80 €/kg in the 2016/17 season up to 4,30 €/kg in the 2017/18 season.
- ✓ The primary **sales channel** in Italy is the modern distribution, which accounts for 70% of the total sales of the Toscano PGI sales (data provided by the Consortium for the protection of Toscano PGI) (figure 2). The second most used channel is the direct sale (20% of the total sales). The shares of the classic retail (5%) and the catering (5%) are relatively small.
- ✓ The **foreign market** continues to play a primary role for the Toscano PGI. In particular, foreign sales accounts for 65% of the total sales (figure 2). It should be noted that the main destination of the foreign sales are the countries outside the UE (70% of the total foreign sales).