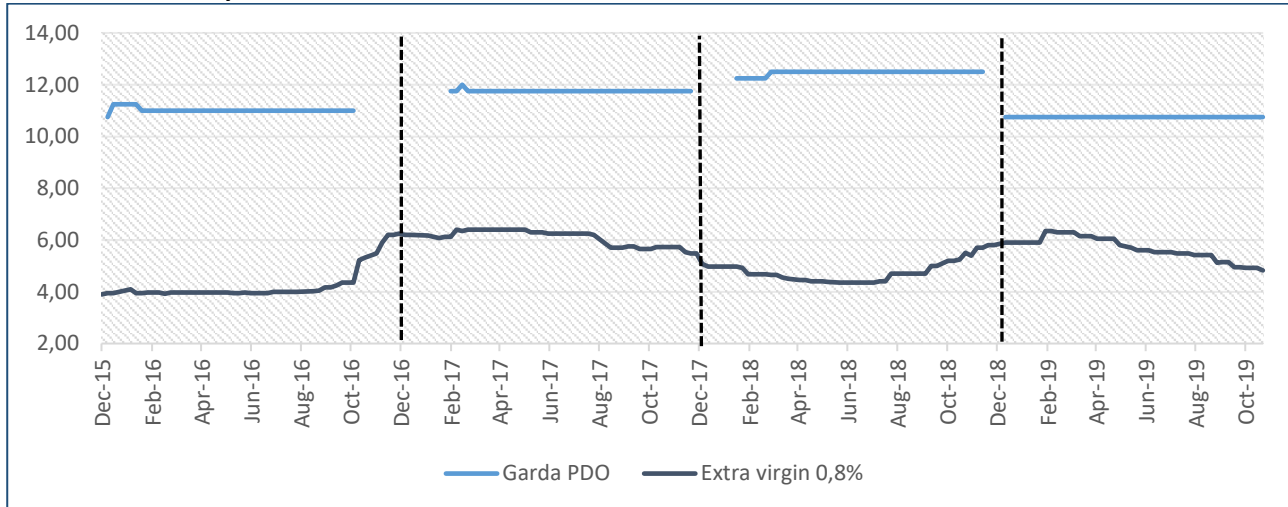


PRICE OF MADE IN ITALY PRODUCT:
GARDA PDO EXTRA VIRGIN OLIVE OIL – NOVEMBER 2019

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



Source: Unioncamere-BMTI computation on data collected by the Verona Chamber of Commerce. The price is computed as the average between minimum and 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 GARDA PDO extra virgin olive oil and the extra virgin olive oil with 0.8 % acidity by campaign*

	2015-2016	2016-2017	2017-2018	2018-2019	Var.% 2018-19/ 2017-18
Extravergine GarDA PDO	11,01	11,76	12,46	10,75	↓ -13,7%
Extra virgin 0,8%	4,10	6,11	4,80	5,67	↑ 18,1%

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

* 1 November – 31 October

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

	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Var.% Oct-19/ Sep-19	Var.% Oct-19/ Oct-18
GarDA PDO	12,50	12,50	10,75	10,75	10,75	10,75	10,75	10,75	10,75	10,75	10,75	10,75	10,75	→ 0,0%	↓ -14,0%
Extra virgin 0,8%	5,25	5,65	5,85	5,90	6,33	6,23	6,08	5,71	5,56	5,50	5,43	5,07	4,90	↓ -3,3%	↓ -6,7%

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

MAIN FINDINGS FOR THE 2018/2019 SEASON:

- ✓ In contrast to the fall recorded in the national production of oil, the GarDA PDO performed well in terms of both quality and quantity of production. As a result, there was no rise in the prices of the PDO oil.
- ✓ The average **price of the GarDA PDO extra virgin olive oil** (computations on data from the Verona Chamber of Commerce) reached 10,75 €/kg, the low record after the 2015/2016 season and 13,7% lower than the level reached in the 2017/2018 season.
- ✓ The decrease recorded in the GarDA PDO price along with the price rise of the conventional extra virgin oil, prompted by the sharp drop in the national production mentioned above, resulted in a lower price differential between the two, from 7,67 €/kg in the 2017/2018 season down to 5,65 €/kg in the following one.