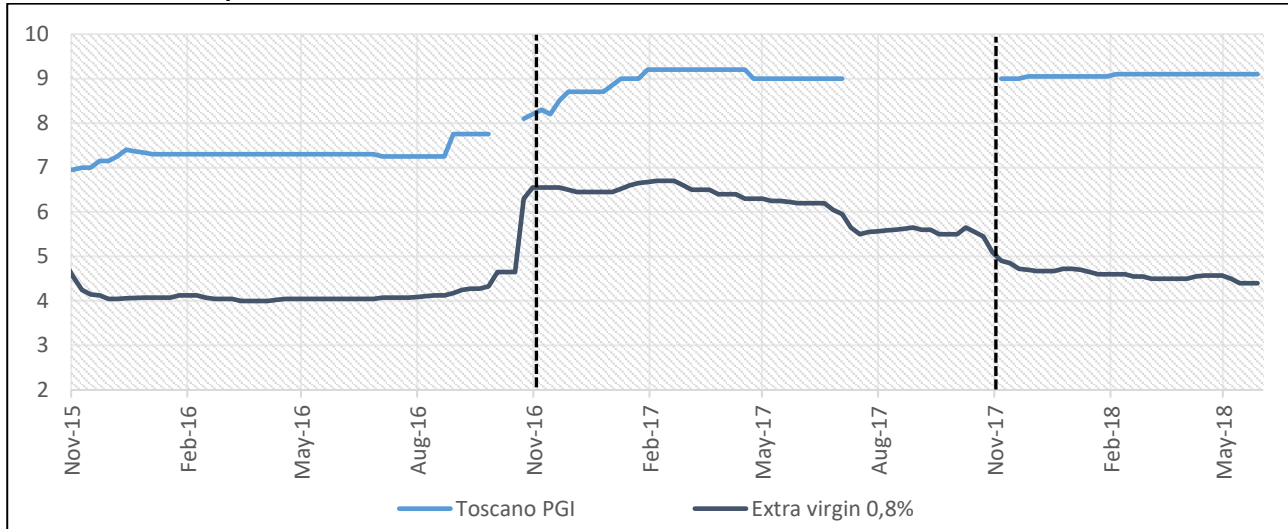


PRICE OF MADE IN ITALY PRODUCT:  
EXTRA VIRGIN OLIVE OIL TOSCANO PGI – MAY 2018

**Figure 1: Weekly average wholesale price (€/kg) of the extra virgin olive oil TOSCANO PGI and 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 extra virgin olive oil TOSCANO PGI by campaign**

	2015-2016	2016-2017	2017-2018	Var. % 2017-2018/ 2016-2017
<b>Toscano PGI</b>	7,31	8,92	9,07	↑ 1,7%
<b>Extra virgin 0,8%</b>	5,14	6,42	4,60	↓ -28,4%

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

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

	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Var. % May-18 Apr-18	Var. % May-18 May-17
<b>Toscano PGI</b>	9,00	9,00	9,00				9,01	9,05	9,05	9,10	9,10	9,10	9,10	→ 0,0%	↑ 1,1%
<b>Extra virgin 0,8%</b>	6,28	6,20	5,74	5,61	5,59	5,53	4,89	4,68	4,68	4,59	4,51	4,54	4,47	↓ -1,6%	↓ -28,8%

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

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

- ✓ The wholesale price of the extra virgin olive oil **TOSCANO PGI** has demonstrated an overall stability during the 2017/2018 season. Excluding minor fluctuations, the average wholesale price remained at approximately 9 € per kg, slightly increased compared to the 2016/2017 season (+1,7%).
- ✓ The wholesale price of the **extra virgin olive oil with 0.8%** of acidity showed a decrease throughout the season 2017/2018 season. On annual basis, the price has nearly dropped by 30% (-28,8% in May). The main reason underlying such trend is the increase in the production of Italian oil. In particular, based on Istat data, 436 thousand were produced in the 2017 season, 49% more compared to the previous season.
- ✓ The **price differential** between the Toscano PGI and the extra virgin olive oil with 0.8% of acidity, which already showed some growth in the second part of season 2016/2017, has further increased in the current season, reaching approximately 4,23 € per kg, due to the decline of the standard extra virgin olive oil since February 2017.