Spain: 2010/11 crop year

According to figures just released by the Spanish Olive Oil Agency, at the close of the 2010/11 season the world's top producer had produced 1 389 700 t of olive oil. Spanish imports stood at 45 800 t, down by 3% from the season before, while consumption (557 600 t) was 5% higher. Spain exported 824 100 t of olive oil, although the export figures for September are as yet provisional. Sales (1 381 600 t) have hit record levels, with almost the whole of production sold.

IOC Advisory Committee: 38th meeting

The IOC Advisory Committee on Olive Oil and Table Olives assembled at the IOC headquarters on 17 October 2011 for its 38th meeting. During the meeting, three committee representatives presented profiles of consumers in Spain, Morocco and Turkey.

- **Profile of table olive consumers in Spain**

Antonio De Mora, the Managing Director of the Spanish Association of Table Olive Producers and Exporters (ASEMESA, Spain) outlined the profile of table olive consumers in Spain. Expressed in figures, 4% of the total olive crop area of Spain (2 572 793 ha) is dedicated to growing table olives. Forty per cent of the table olives produced are sold on the domestic market and the remaining 60% goes for export. When itemised by variety, *Hojiblanca* accounts for 40% of total production, *Manzanilla* for 35%, *Gordal* for 8%, *Carrasqueña* for 7%, *Cacereña* for 5% and other varieties for 4%. Per capita table olive consumption comes to 3.8 kg/head. Green olives are the most popular type, accounting for 89% of consumption. The remaining 3% are black olives. In descending order, the three regions of Spain with the highest table olive consumption are Catalonia, Andalusia and Madrid (go to http://www.internationaloliveoil.org/documents/viewfile/5498-the-profile-of-the-table-olives-consumer-in-spain-by-antonio-de-mora/1 to view the presentation).

- **Profile of olive oil and table olive consumers in Morocco**

In his presentation, Abdelhak Lahmam Bennani (Director, FICOPAM, Morocco) began with an overview of olive growing in Morocco where olives are cultivated on 730 000 ha, 93% of which are rainfed and the rest irrigated. Olive growing provides a livelihood for 400 000 families and guarantees 15 million days of work a year, equivalent to 60 000 stable jobs. In 2009/10, olive oil production doubled in Morocco. *Picholine marocaine* is the predominant variety (96%). On a per capita basis, Moroccans consume 2.8kg of olive oil per head and 1.2 kg of table olives. Thirty-nine percent of consumers buy their olive oil direct from producers, 19% is self-consumption by producer households and 15% is bought in municipal markets. The purchase profile of table olives is different in that consumers buy 35% from municipal markets, 16% from grocery shops and 15% direct from producers. Traditional table olive preparations have long been popular in Morocco. The Moroccan government and business associations have launched a joint nationwide campaign to promote consumption of olive oil and table olives. For more details, see the presentation at http://www.internationaloliveoil.org/documents/viewfile/5503-the-profile-of-the-olive-oil-and-table-olives-consumer-in-morocco-by-a-bennani/1

- **Profile of table olive consumers in Turkey**

The profile of table olive consumers in Turkey was presented by Mehmet Ertas, Inspector/Auditor, MARMARABIRLIK,Turkey). The total area of 769 000 ha is under olive trees in Turkey, 28% of which is for table olive production. More table olives are consumed than olive oil in Turkey. The black olive type accounts for 84% of the table olives produced. Gemlik is the main variety, with a 70% share of the market. In 2010/11, Turkey consumed 12% of all the table olives produced in the world, which ranks it in second place after the 27-Member European Union. In Turkey 58% of consumers associated table olives with breakfast and considered them to be tasty, healthy and beneficial. Most consumers prefer to buy olives loose. Visit http://www.internationaloliveoil.org/documents/viewfile/5496-the-profile-of-the-table-olives-consumer-in-turkey-by-mehmet-ertas/1 for more details.

INTERNATIONAL TRADE: +10% THROUGH THE FIRST 10 MONTHS OF 2010/11

In the first ten months of 2010/11 (October 2010–July 2011) aggregate imports by the six countries listed in the table below rose by 120 222.5 t (+10%) compared with the same period the season before (including intra-EU trading).

In the eleven-month period between October and August, imports increased into Brazil (+23%), Canada (+7%) and the USA (+9%) versus the same time span a year earlier. Conversely, Australian and Japanese imports fell by respective rates of 9% and 11%. EU data are not yet available for August, but the figures for the first nine months of the season (intra + extra-EU trade) show a rise of 12% from the year-before level for the same period.

Olive oil imports (including olive-pomace oils) (t)

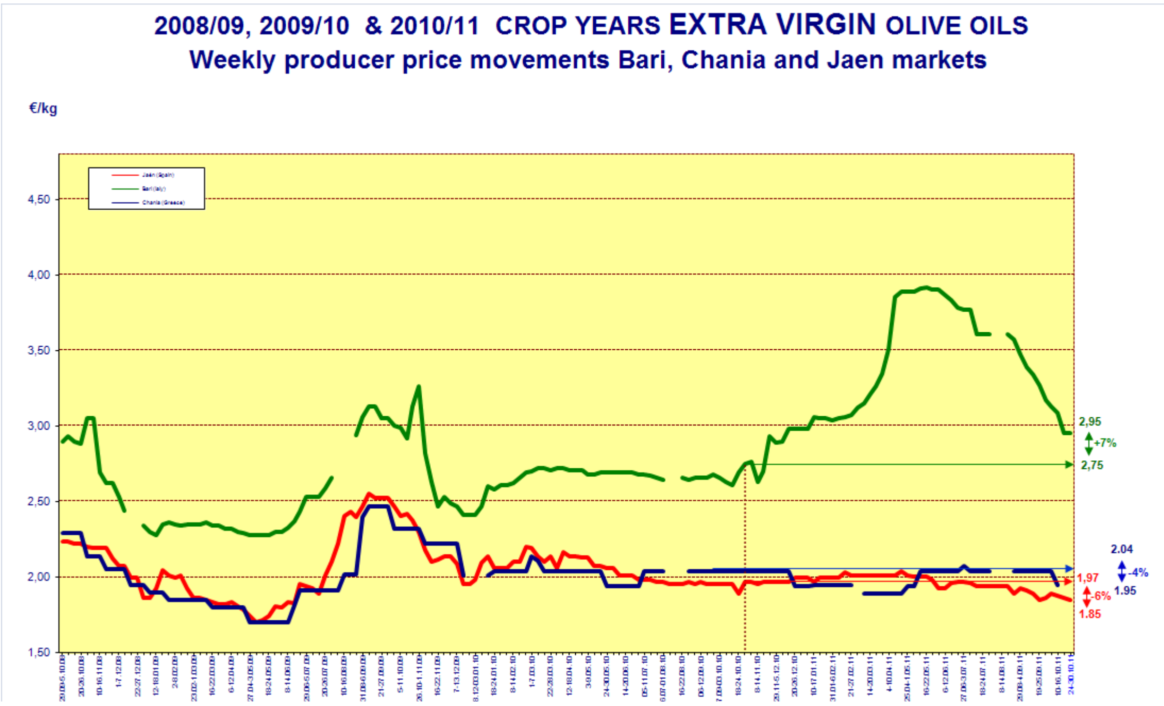
No	Importing country	October 09	October 10	November 09	November 10	December 09	December 10	January 10	January 11	February 10	February 11
1	Australia	2309,0	2492,8	3016,0	3519,0	2580,0	3505,0	3342,0	1887,0	1618,0	1723,0
2	Brazil	5499,0	6852,5	6154,4	5906,6	5557,8	6002,8	3434,5	5280,8	4394,0	6344,0
3	Canada	3043,0	2488,0	4109,0	3520,0	2846,0	3703,0	2411,0	4400,0	2459,0	3209,0
4	Japan	2729,0	2911,0	2936,0	2651,0	3774,0	3181,0	3338,0	3254,0	2971,0	2785,0
5	USA	23098,0	25040,5	22746,0	20480,0	22136,0	27937,0	25628,0	19729,9	15738,0	26376,0
6	EU/27 (Intra+Extra EU)	82986,0	85910,7	72338,9	95790,4	82266,6	108269,8	66104,1	96025,7	76339,3	101166,0
	Total	119664,8	125695,5	111300,3	131877,0	119160,4	152598,6	104257,6	130577,4	103519,3	141603,8

No	Importing country	March 10	March 11	April 10	April 11	May 10	Mayl 11	June 10	June 11	July 10	July 11	August 10	August 11
1	Australia	2410,0	2523,0	2960,0	2679,0	2996,0	3505,0	3285,0	2524,0	4549,0	2079,0	4129,0	3845,0
2	Brazil	5068,0	5559,0	3112,2	4201,0	2822,0	3982,0	3181,0	4035,0	3579,0	5886,0	4434,0	4250,6
3	Canada	3737,0	4515,0	4329,0	3737,0	2968,0	3599,0	3861,0	2542,0	2780,0	2685,0	2590,0	3078,0
4	Japan	4294,0	3206,0	3474,0	3087,0	3756,0	3124,0	3720,0	3029,0	4239,0	3302,0	3691,0	4264,0
5	USA	19818,0	31727,0	34491,0	21961,0	18708,0	21638,0	20708,0	26121,0	26428,0	24512,0	19721,0	25671,0
6	EU/27 (Intra+Extra EU)	90630,0	98660,0	87410,0	93668,0	93973,0	92432,6	99723,0	94353,8	95487,0	79390,4	72661,0	nd
	Total	125957,0	146190,0	135776,2	129333,0	125217,0	128280,6	134478,0	132604,8	137062,0	117854,4	107226,0	

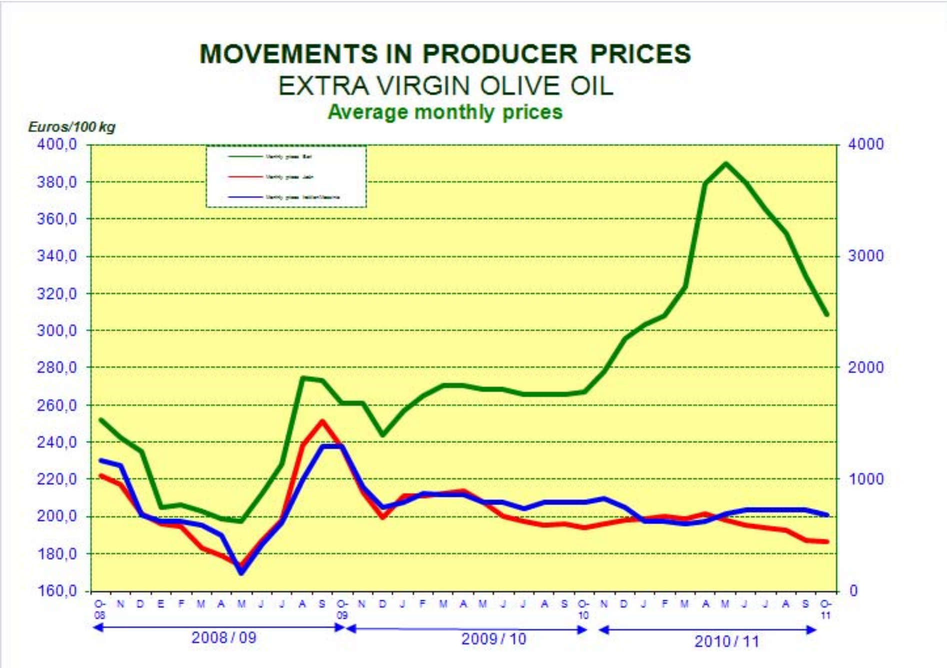
MOVEMENTS IN PRODUCER PRICES

Graphs 1 and 3 track the weekly movements in the producer prices paid for extra virgin olive oil and refined olive oil in the top EU producing countries. The monthly price movements for the same two grades of oil plus refined olive-pomace oils are shown in Graphs 2, 4 and 5 respectively.

- Extra virgin olive oil: Comparison with the same period of the year before shows that prices have dropped by 6% in Spain (€1.85/kg) and 4% in Greece (€1.95/kg) but have climbed by 7% in Italy (€2.95/kg) – Graph 1. Focusing on recent developments, prices in Italy have fallen sharply (-24.7%) after hitting a record level in Week 20 (€3.92/kg). In Spain, the announcement made by the European Commission on 30 September giving the go-ahead for up to 100 000 t of virgin olive oil to be held in private storage for six months has not had a lasting impact because prices have turned downwards again. By the last week of October they had returned to the level recorded in the last week of September, i.e. €1.85/kg.

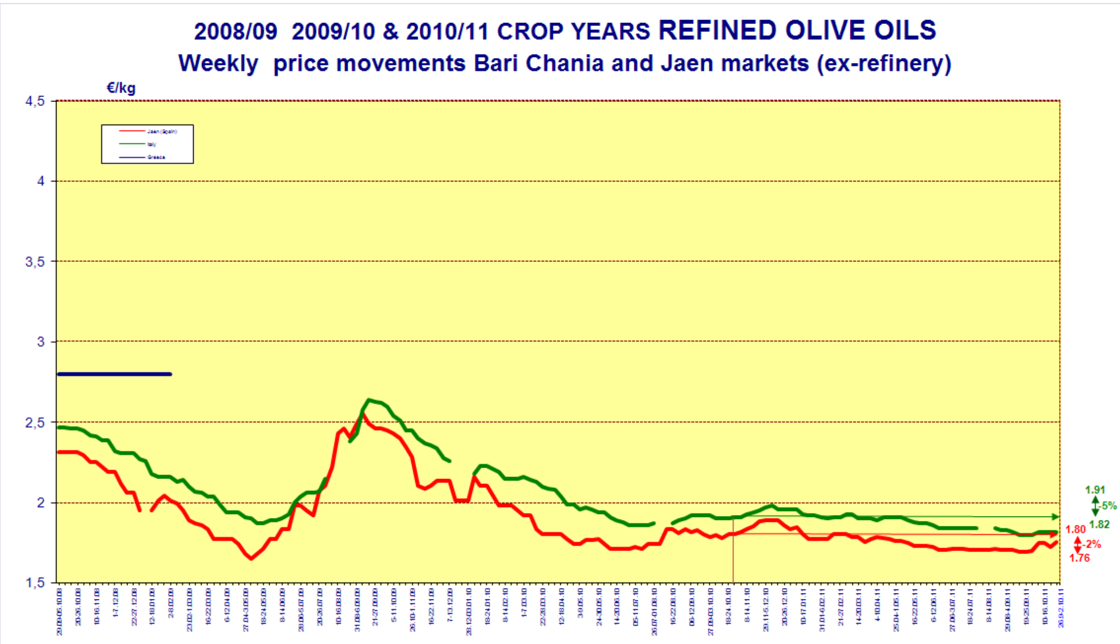


Graph 1

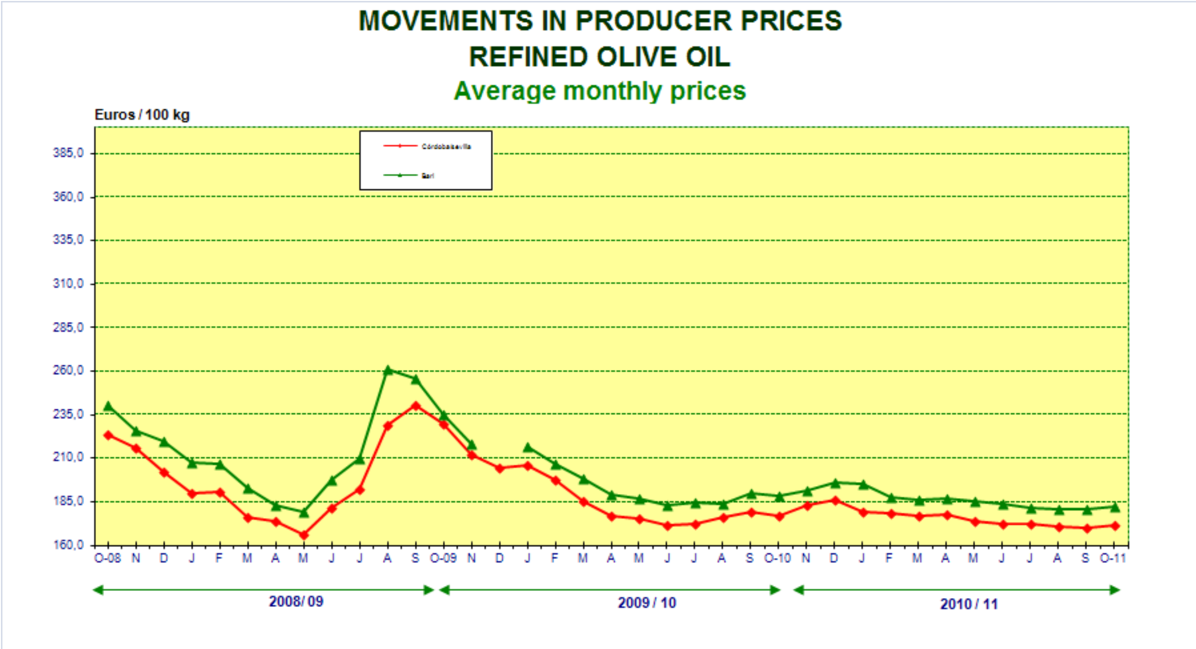


Graph 2

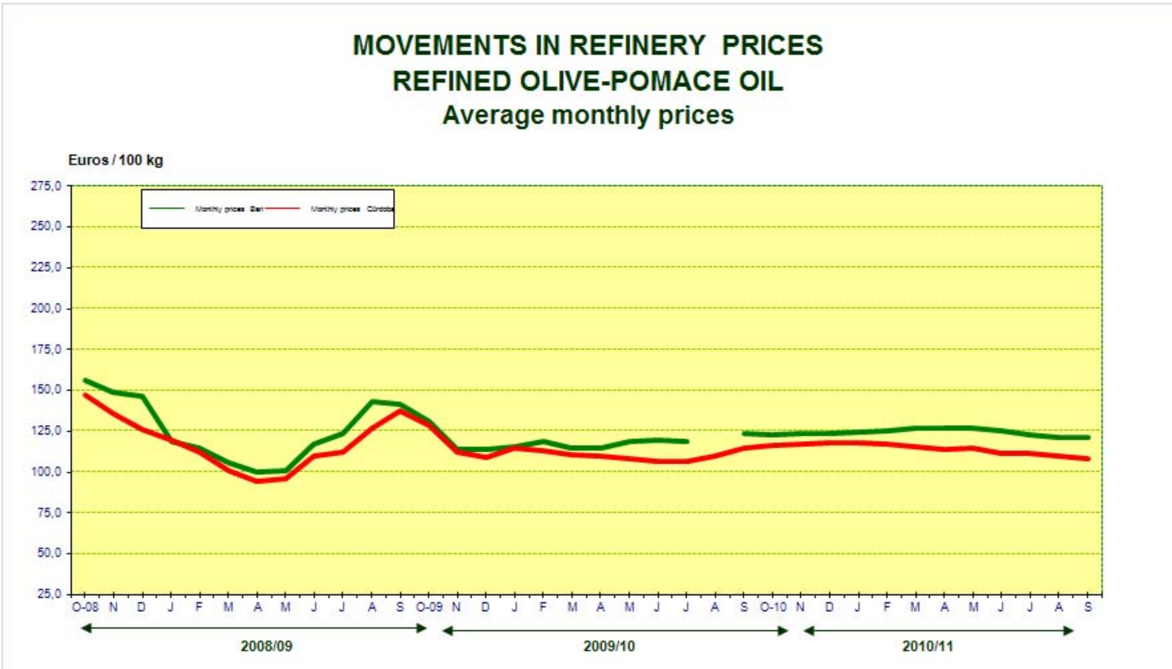
- Refined olive oil: Over the last 12 months, the prices of refined olive oil have fallen by 2% in Spain (€1.76/kg) and 5% in Italy (€1.82/kg) (Graph 3). No data are available for Greece.



Graph 3



Graph 4



Graph 5