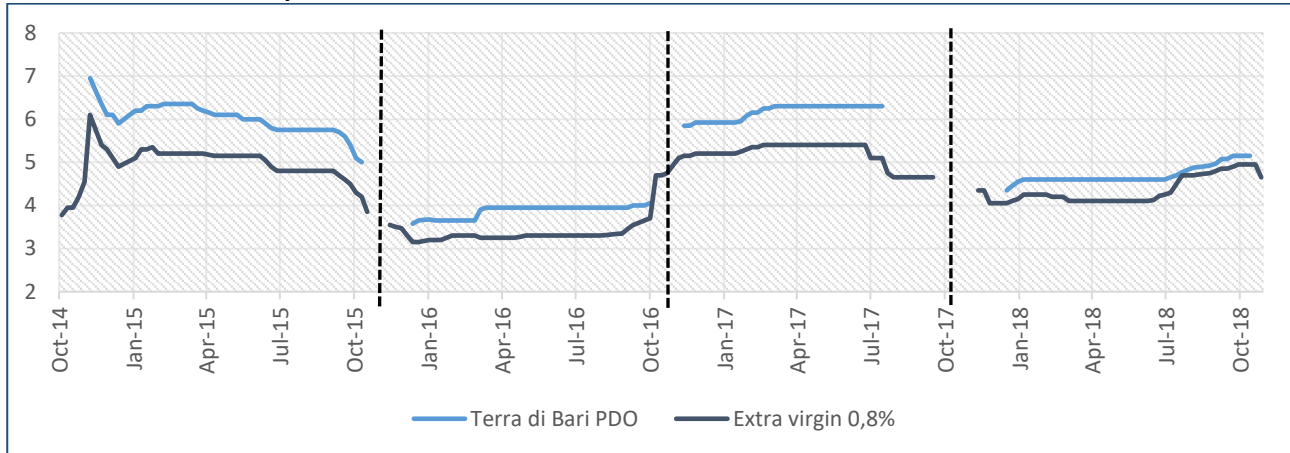


**PRICE OF MADE IN ITALY PRODUCT:
TERRA DI BARI PDO EXTRA VIRGIN OLIVE OIL – NOVEMBER 2018**

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



Source: Unioncamere-BMTI computation on data collected by the Bari 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 TERRA DI BARI PDO extra virgin olive oil and the extra virgin olive oil with 0.8 % acidity by campaign*

	2014-2015	2015-2016	2016-2017	2017-2018	Var.% 2017-2018/ 2016-2017
Terra di Bari PDO	6,01	3,87	6,16	4,71	↓ -23,6%
Extra virgin 0,8%	4,93	3,44	5,18	4,35	↓ -15,9%

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

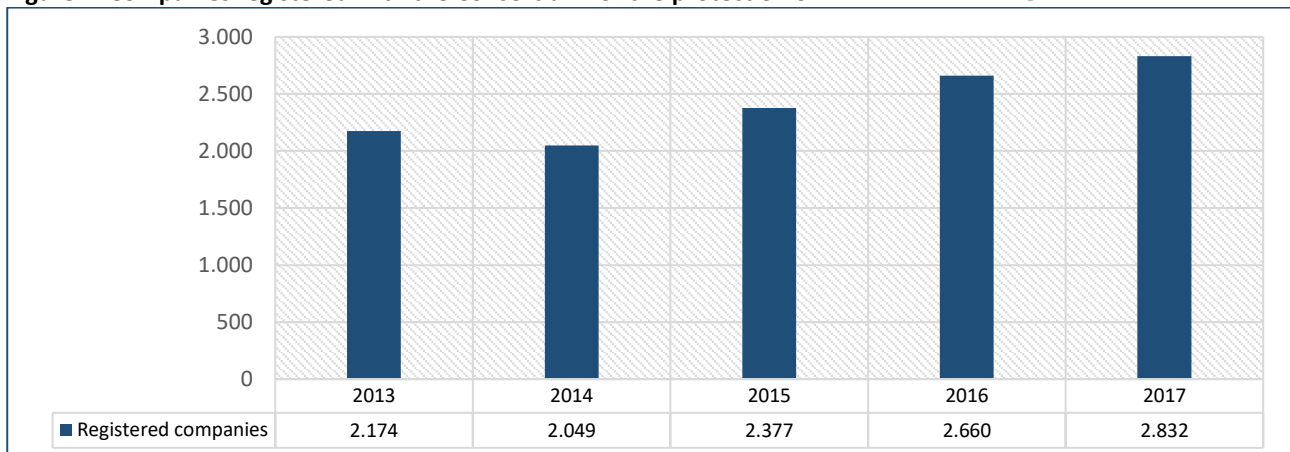
* 1 November – 31 October

Table 2: Average wholesale price (€/kg) of the TERRA DI BARI PDO 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
Terra di Bari PDO		4,35	4,59	4,60	4,60	4,60	4,60	4,60	4,71	4,90	5,07	5,15	↑ 1,6%
Extra virgin 0,8%	4,25	4,05	4,23	4,21	4,10	4,10	4,10	4,14	4,49	4,73	4,85	4,89	↑ 0,8%

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

Figure 2: Companies registered with the Consortium for the protection of TERRA DI BARI PDO



Source: Unioncamere-BMTI computation on data collected by the Consortium for the protection of Terra di Bari PDO.

**PRICE OF MADE IN ITALY PRODUCT:
TERRA DI BARI PDO EXTRA VIRGIN OLIVE OIL – NOVEMBER 2018**

Figure 3: Olives apt to become PDO oil (kg)

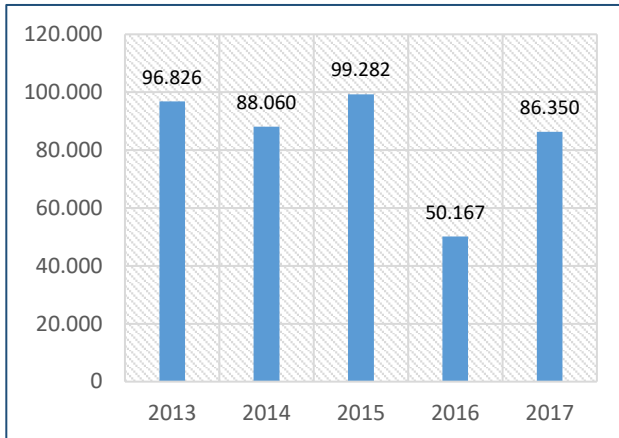
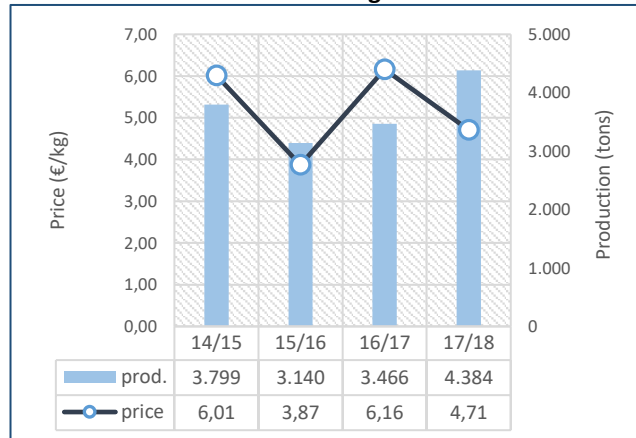


Figure 4: Price (€/kg) and certified production (tons) of the TERRA DI BARI PDO extra virgin olive oil



Source: Unioncamere-BMTI computation on data collected by the Consortium for the protection of Terra di Bari PDO.

Figure 5: Average yield of the TERRA DI BARI PDO oil certified production (in percentage)

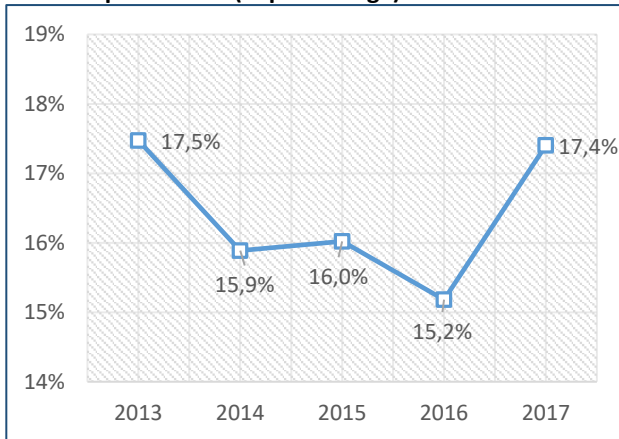
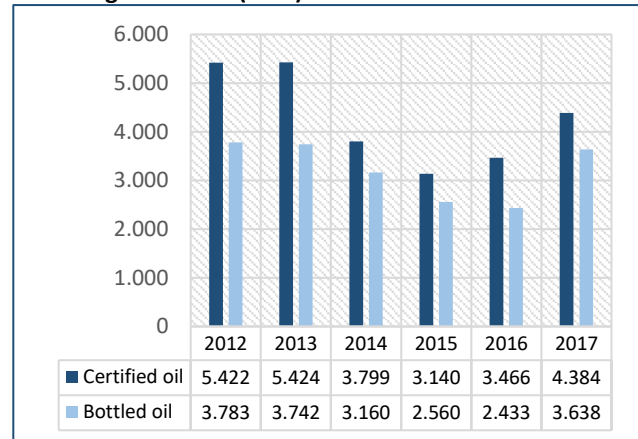


Figure 6: Certified and bottled TERRA DI BARI PDO extra virgin olive oil (tons)



Source: Unioncamere-BMTI computation on data collected by the Consortium for the protection of Terra di Bari PDO.

MAIN FINDINGS FOR THE 2017/2018 SEASON:

- ✓ The increase in the **certified production** in the 2017/18 season was the main reason underlying the fall of the prices of the **Terra di Bari PDO extra virgin olive oil** recorded in the Italian market. In particular, the yearly average price reached 4,71 €/kg (computation on the Bari Chamber of Commerce), nearly 25% lower as compared to the level achieved in the previous year, when the price remained stable above 6 €/kg (table 1).
- ✓ In line with the rise of the Italian production, computations run on the data provided by the Terra di Bari PDO Protection Consortium show that, during the 2017/18 season, the **certified production** of the Terra di Bari PDO went up by 26% (approximately from 3.500 to 4.400 tons) (figure 6). Such an increase can be explained mainly by the good performance that has characterized the oil yield (rose from 15,2% to 17,4%) (figure 5).
- ✓ After remaining stable at approximately 2.500 tons for a two-year period, the **bottled** Terra di Bari PDO has also resumed its rise, reaching approximately 3.600 tons (+50%) (figure 6).
- ✓ The number of **companies** registered with the Consortium for the protection of Terra di Bari PDO rose as well (2.832 business, 6% more compared to 2016) (figure 2).
- ✓ Due to an expected reduction in the overall production in the **2018/19 season**, the price of the Terra di Bari PDO resumed its upward trend from summer, with values above the threshold of 5 €/kg (5,15 €/kg in October) (figure 1).