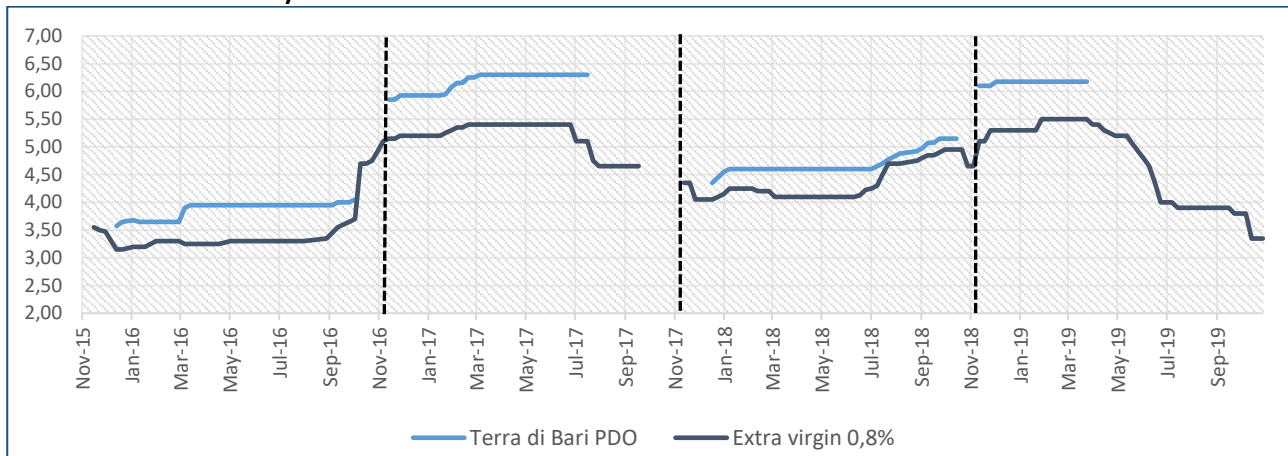


PRICE OF MADE IN ITALY PRODUCT:
TERRA DI BARI PDO EXTRA VIRGIN OLIVE OIL – NOVEMBER 2019

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*

	2015-2016	2016-2017	2017-2018	2018-2019	Var.% 2018-2019/ 2017-2018
Terra di Bari PDO	3,87	6,16	4,71	6,16	↑ 30,9%
Extra virgin 0,8%	3,44	5,18	4,35	4,72	↑ 8,3%

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

	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
Terra di Bari PDO	5,15	6,10	6,18	6,18	6,18	6,18								-	-
Extra virgin 0,8%	4,89	5,04	5,30	5,35	5,50	5,50	5,33	5,20	4,33	3,94	3,90	3,86	3,46	↓ -10,4%	↓ -29,2%

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

MAIN FINDINGS FOR THE 2018/2019 SEASON:

- ✓ The Italian production of oil hit a record low in the 2018/2019 season, more than 50% lower as compared to the level achieved in the previous season. The main reason underlying such a trend was the strong reduction observed in south Italy, especially the region of Puglia which accounts for half the national production. Because of the drop in production, the price of the **Terra di Bari PDO** increased starting from the summer 2018.
- ✓ The low level of production prompted an increase in the price of the Terra di Bari PDO, reaching 6,16 €/kg (computations on data from the Bari Chamber of Commerce), 30% more compared to the previous season and in line with the prices achieved in the 2016/2017 season.
- ✓ The price differential between the Terra di Bari PDO and the extra virgin olive oil (0,8% of acidity) has resumed its upward trend, rising from 0,36 €/kg observed in the 2017/2018 season to 1,45 €/kg in the following one.