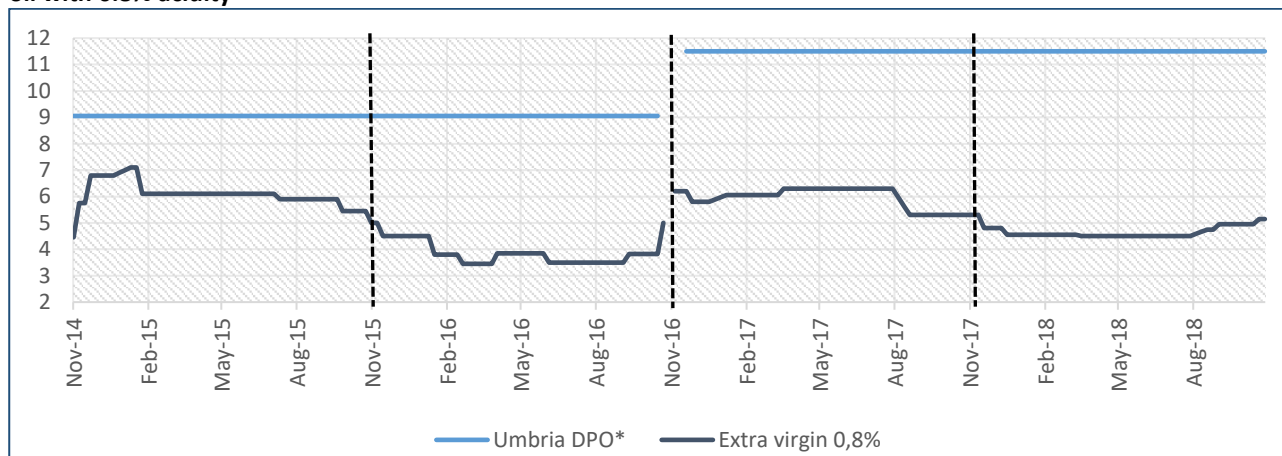




PRICE OF MADE IN ITALY PRODUCT:  
UMBRIA PDO EXTRA VIRGIN OLIVE OIL – NOVEMBER 2018

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



Source: Unioncamere-BMTI computation on data collected by the Perugia 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.

\* bottled from l.1 to l.5 (per liter)

Table 1: Average wholesale price (€/kg) of the UMBRIA 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.% 2017-18/ 2016-17
Umbria PDO	9,05	9,05	11,50	11,50	0,0%
Extra virgin 0,8%	6,09	3,88	5,96	4,67	-21,7%

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

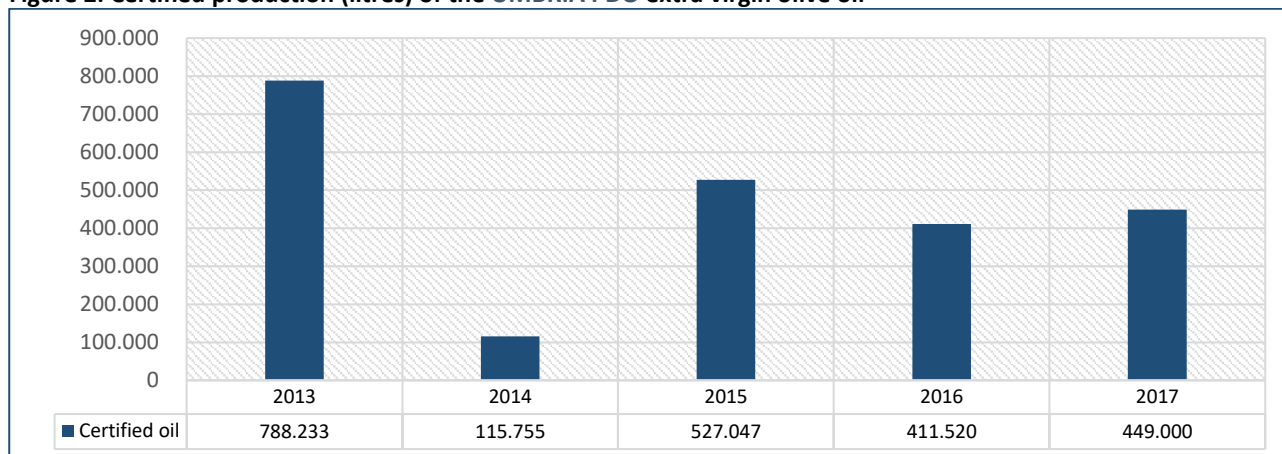
\* 1 November – 31 October

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

	Oct-17	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	Var.% May-18 May-17
Umbria PDO	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	0,0%	0,0%
Extra virgin 0,8%	6,30	5,05	4,72	4,55	4,55	4,53	4,50	4,50	4,50	4,50	4,75	4,95	5,03	1,6%	-20,2%

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

Figure 2: Certified production (litres) of the UMBRIA PDO extra virgin olive oil

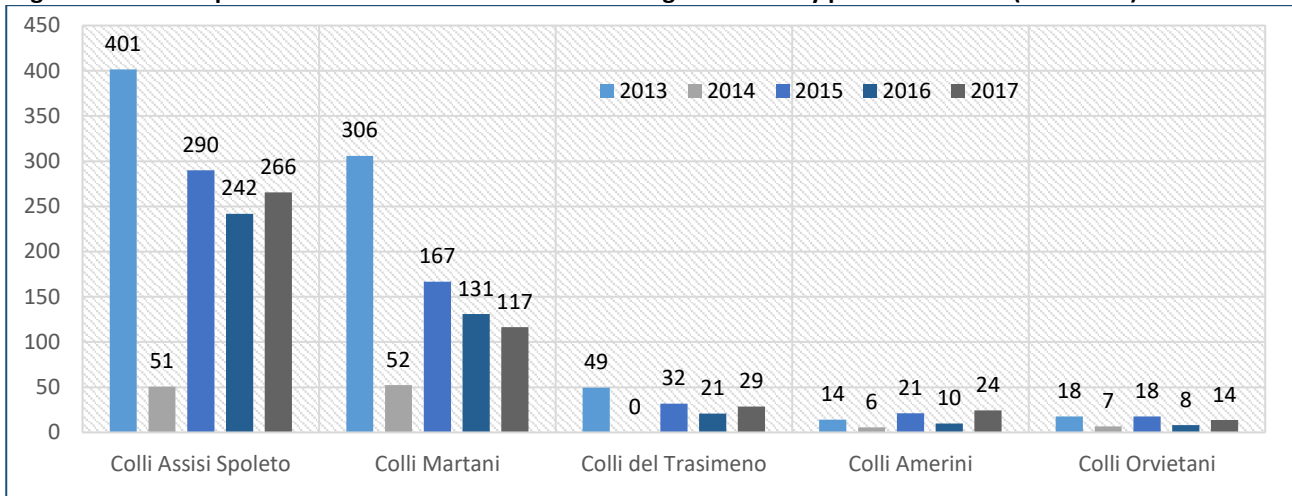


Source: Unioncamere-BMTI computation on data collected by the Certification Body 3A PTA.



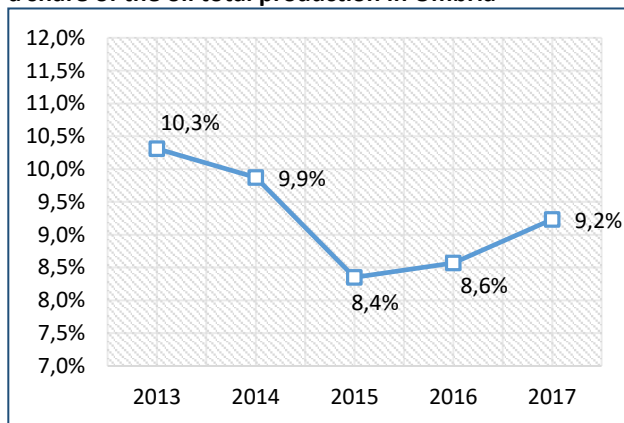
**PRICE OF MADE IN ITALY PRODUCT:  
UMBRIA PDO EXTRA VIRGIN OLIVE OIL – NOVEMBER 2018**

**Figure 3: Certified production of the UMBRIA PDO extra virgin olive oil by production area (.000 litres)**



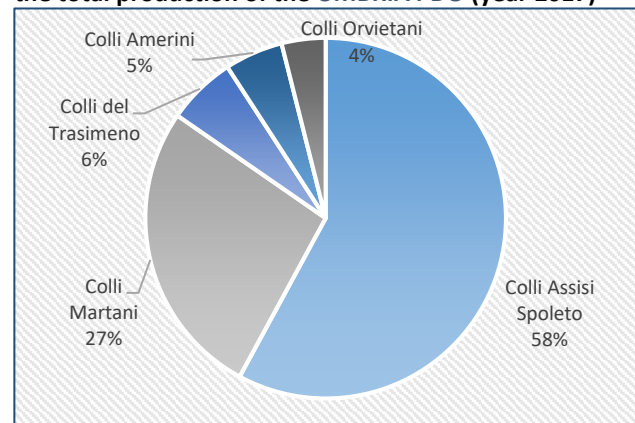
Source: Unioncamere-BMTI computation on data collected by the Certification Body 3A PTA.

**Figure 4: Production of the UMBRIA PDO certified oil as a share of the oil total production in Umbria**



Source: Unioncamere-BMTI computation on data collected by the Certification Body 3A PTA.

**Figure 5: Shares of the five production sub-areas over the total production of the UMBRIA PDO (year 2017)**



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

- ✓ The **certified production** of the Umbria PDO in 2017 recorded an increase of 9% on annual basis, going from just above 410 thousand to nearly 450 thousand litres (data provided by the Certification Body 3A PTA) (figure 2).
- ✓ As for the production **sub-areas**, the rise recorded in 2017 originated mainly from the sub area *Colli Assisi Spoleto* (+10%). In particular, this sub-area produced 266 thousand litres, which accounts for nearly 60% of the total certified production (figure 5). On the contrary, the production from *Colli Martani* continued to fall (the second sub-area in terms of production). In particular, after the 22% reduction in 2016, the production declined 11% further, reaching 117 thousand litres.
- ✓ As for the price trend, the 2017/18 season of the **Umbria PDO extra virgin olive oil** remained steady, constantly maintaining the level of 11,50 €/kg (computation on the Perugia Chamber of Commerce) (table 2). On the other hand, the price differential between the Umbria PDO and the conventional extra virgin olive oil (0,8% of acidity) widened: it went from approximately 5,50 €/kg in the 2016/17 season up to 7 €/kg in the 2017/18 season.