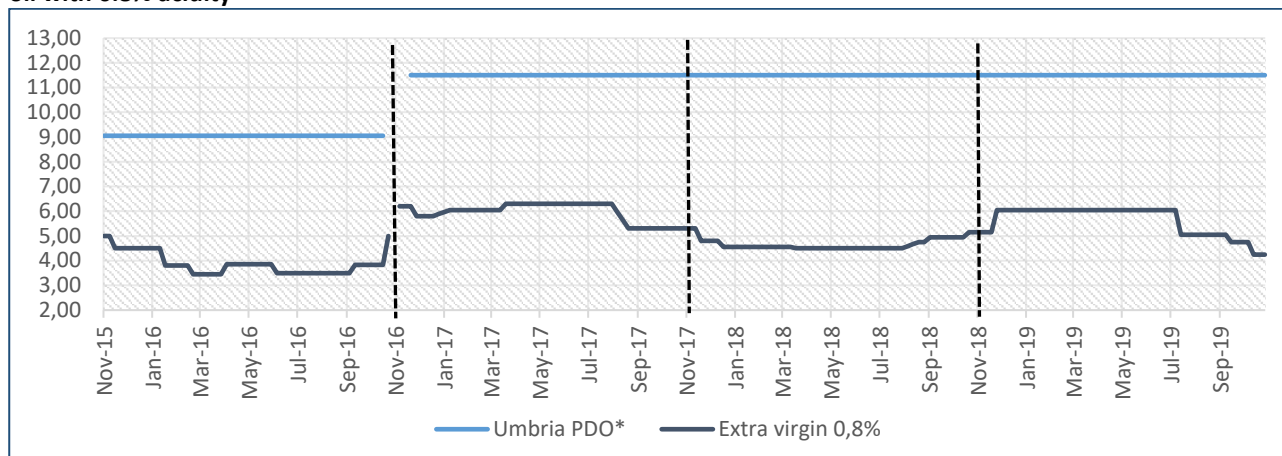




PRICE OF MADE IN ITALY PRODUCT:
UMBRIA PDO EXTRA VIRGIN OLIVE OIL – NOVEMBER 2019

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*

	2015-2016	2016-2017	2017-2018	2018-2019	Var.% 2018-19/ 2017-18
Umbria PDO	9,05	11,50	11,50	11,50	↔ 0,0%
Extra virgin 0,8%	3,88	5,96	4,66	5,62	↑ 20,7%

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-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
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 %	5,03	5,38	6,05	6,05	6,05	6,05	6,05	6,05	6,05	5,45	5,05	4,87	4,38	↓ -10,2%	↓ -13,0%

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

MAIN FINDINGS FOR THE 2018/2019 SEASON:

- ✓ Contrary to the bad performance observed in the national production of oil, the production in Umbria recorded a marked rise on a yearly basis. This outcome was the main factor underlying the stability showed by the **price of the Umbria PDO extra virgin olive oil**. Such a trend is in marked contrast to the yearly increase recorded for the prices of the conventional extra virgin oil.
- ✓ The average price of the Umbria PDO extra virgin olive oil levelled out at 11,50 €/kg (computation on the Perugia Chamber of Commerce), remaining the same one of the 2017/2018 season. On the other hand, in line with the rise recorded on a national basis, the price of the conventional extra virgin oil showed a sharp increase, 20% more compared to the previous season.
- ✓ The upward price trend of the price of the conventional extra virgin oil resulted in a lower price differential with respect to the Umbria PDO, reducing by 1 €/kg as compared to the 2017/2018 season (from 6,84 to 5,88 €/kg).

