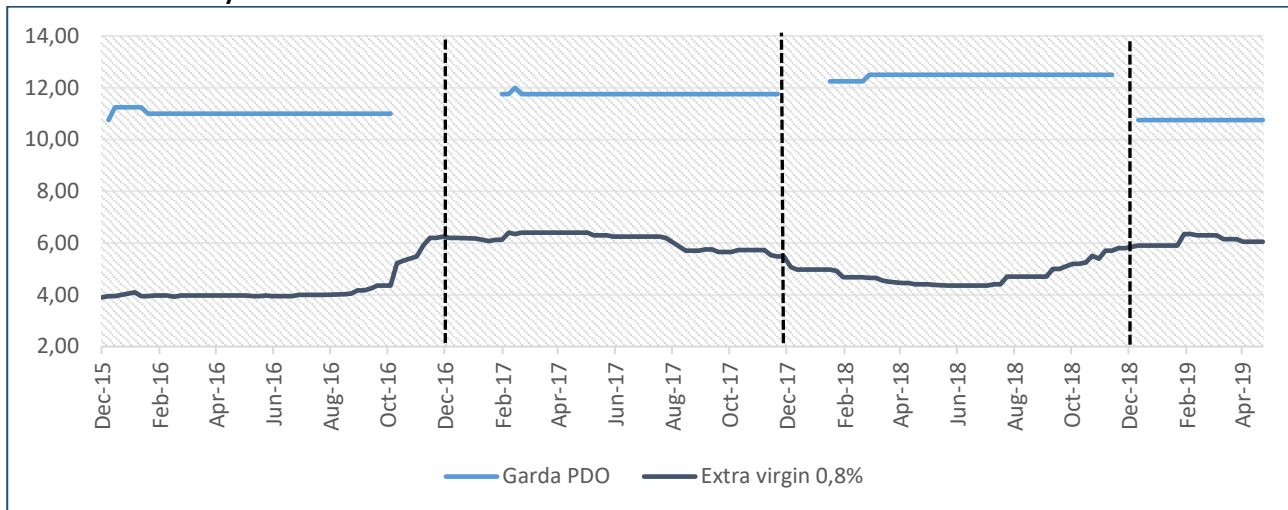


PRICE OF MADE IN ITALY PRODUCT:  
GARDA PDO EXTRA VIRGIN OLIVE OIL – MAY 2019

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



Source: Unioncamere-BMTI computation on data collected by the Verona 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 GARDA 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
Extravergine GarDA PDO	11,01	11,76	12,46	10,75	↓ -13,7%
Extra virgin 0,8%	4,10	6,11	4,80	6,01	↑ 25,3%

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

\* 1 November – 31 October

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

	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	Var.% Apr-19/ Mar-19	Var.% Apr-19/ Apr-18
GarDA PDO	12,50	12,50	12,50	12,50	12,50	12,50	12,50	12,50	10,75	10,75	10,75	10,75	10,75	→ 0,0%	↓ -14,0%
Extra virgin 0,8%	4,43	4,38	4,35	4,44	4,70	4,85	5,25	5,65	5,85	5,90	6,33	6,23	6,08	↓ -2,4%	↑ 37,0%

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

**MAIN FINDINGS FOR THE 2018/2019 SEASON:**

- ✓ Against a backdrop of a lower national production, the GarDA PDO has performed relatively well in the 2018/2019 season due to favourable climatic conditions. As a result, there has been a fall in the **price of the GarDA PDO extra virgin olive oil**.
- ✓ The average price of the GarDA PDO extra virgin olive oil (computations on data from the Verona Chamber of Commerce) has remained stable at 10,75 €/kg during the first half of the 2018/2019 season. On a yearly basis, the price has declined by 13,7% whereas the price of the conventional extra virgin oil has increased by 25,3%.
- ✓ In line with such trends, the price differential between the GarDA PDO and the conventional extra virgin oil reached 4,74 €/kg, 38% lower compared to the previous season (7,67 €/kg).