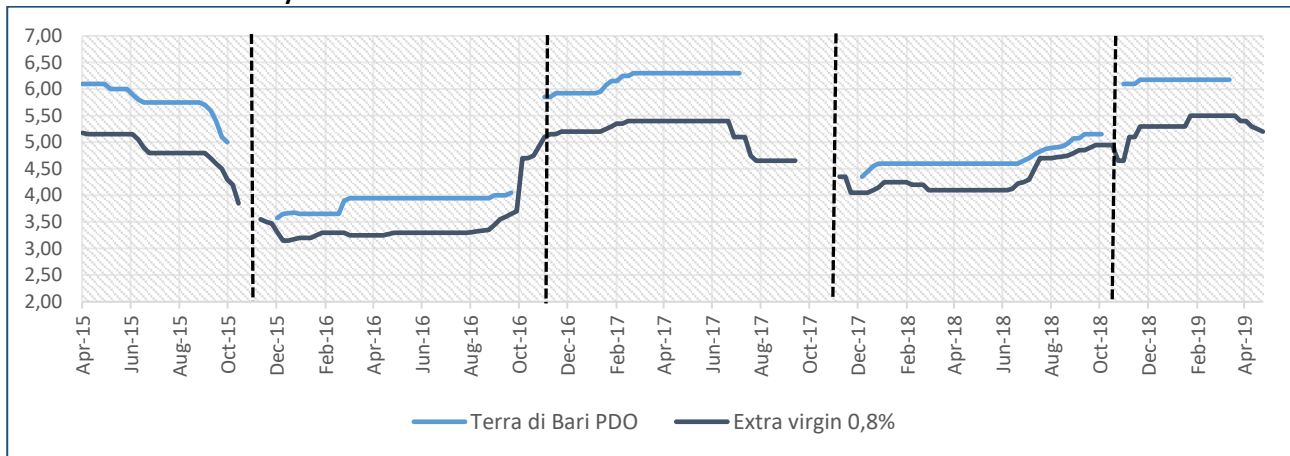


**PRICE OF MADE IN ITALY PRODUCT:  
TERRA DI BARI PDO EXTRA VIRGIN OLIVE OIL – MAY 2019**

**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
<b>Terra di Bari DOP</b>	3,87	6,16	4,71	6,16	↑ 30,9%
<b>Extravergine 0,8%</b>	3,44	5,18	4,35	5,33	↑ 22,4%

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**

	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
<b>Terra di Bari PDO</b>	4,60	4,60	4,60	4,71	4,90	5,07	5,15	6,10	6,18	6,18	6,18			-	-
<b>Extra virgin 0,8%</b>	4,10	4,10	4,14	4,49	4,73	4,85	4,89	5,04	5,30	5,35	5,50	5,50	3,46	↓ -37,1%	↓ -15,6%

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

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

- ✓ The severe cold wave during February and March as well as the cases of Xylella infection reported in Salento have had serious repercussions on the national production of extra virgin olive in the 2018/2019 season. As a result of these events, the price of the **Terra di Bari DOP** has increased since summer 2018.
- ✓ In line with the fall in the oil production, the price of the Terra di Bari DOP has resumed its upward trend, achieving 6,16 €/kg, 30% more compared to the 2017/2018 season (computations on data from Bari Chamber of Commerce).
- ✓ Notwithstanding the concurrent increase in the price of conventional extra virgin oil, the price gap in favour of the Terra di Bari DOP has more than doubled, rising to 0,83 €/kg from 0,36 €/kg recorded in the 2017/2018 season.