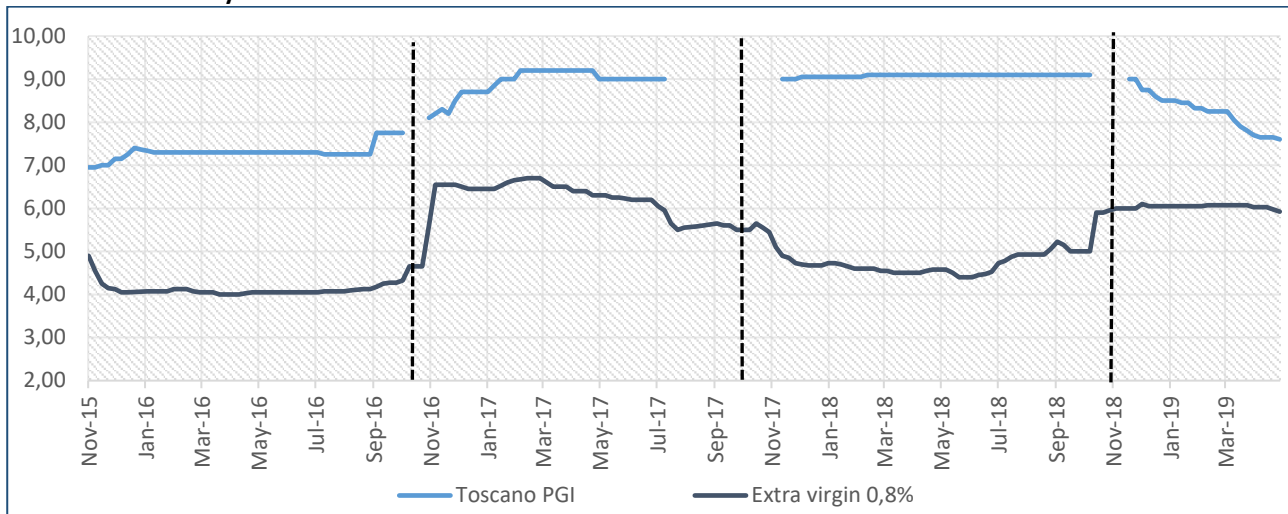


PRICE OF MADE IN ITALY PRODUCT:  
TOSCANO PGI EXTRA VIRGIN OLIVE OIL – MAY 2019

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



Source: Unioncamere-BMTI computation on data collected by the Florence Chamber of Commerce. The price has been computed as the average between the minimum and the 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 TOSCANO PGI 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
Toscano PGI	7,31	8,92	9,08	8,26	↓ -9,1%
Extra virgin 0,8%	4,15	6,20	4,71	6,04	↑ 28,2%

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

\* 1 November – 31 October

**Table 2: Average wholesale price (€/kg) of the TOSCANO PGI 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
Toscano PGI	9,10	9,10	9,10	9,10	9,10	9,10	9,10	8,92	8,57	8,39	8,25	7,86	7,63	↓ -3,0%	↓ -16,2%
Extra virgin 0,8%	4,54	4,47	4,46	4,85	4,99	5,09	5,45	6,00	6,06	6,05	6,07	6,08	4,45	↓ -26,7%	↓ -2,0%

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

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

- ✓ In a national context characterized by the adverse effect that the severe cold wave is having on the production of olive oil throughout spring, the Toscana region has been one of the few exceptions where production has grown. In contrast with the national trend, such growth has resulted in a lower wholesale **price of the Toscana PGI extra virgin olive oil**.
- ✓ The wholesale price of the Toscana PGI extra virgin olive oil has declined since the beginning of the 2017/2018 season (computations on data from Bari Chamber of Commerce), reaching 7,63 €/kg. The average price has dropped to 8,26 €/kg, down from 9,08 €/kg in the 2017/2018 season.
- ✓ The downward trend in the Toscano PGI price along with the price rise of the conventional extra virgin oil has reduced the gap between the two by half as compared to the previous season (from 4,37 €/kg to 2,22 €/kg).