

Consultation EU Agri-Food Exports

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ABOUT GRUPO SOS

- ❑ World leader in bottled olive oil and packaged rice
- ❑ Spanish leader in biscuits and seed oil
- ❑ 1,5M€ turnover 2006 (44% oil). 50% in world markets
- ❑ Facilities in the EU (Spain, Italy, Portugal, Netherlands) and the world (United States, Mexico, Morocco, Tunisia)
- ❑ 3.200 workforce
- ❑ Stock change revaluation since 2001: 473%

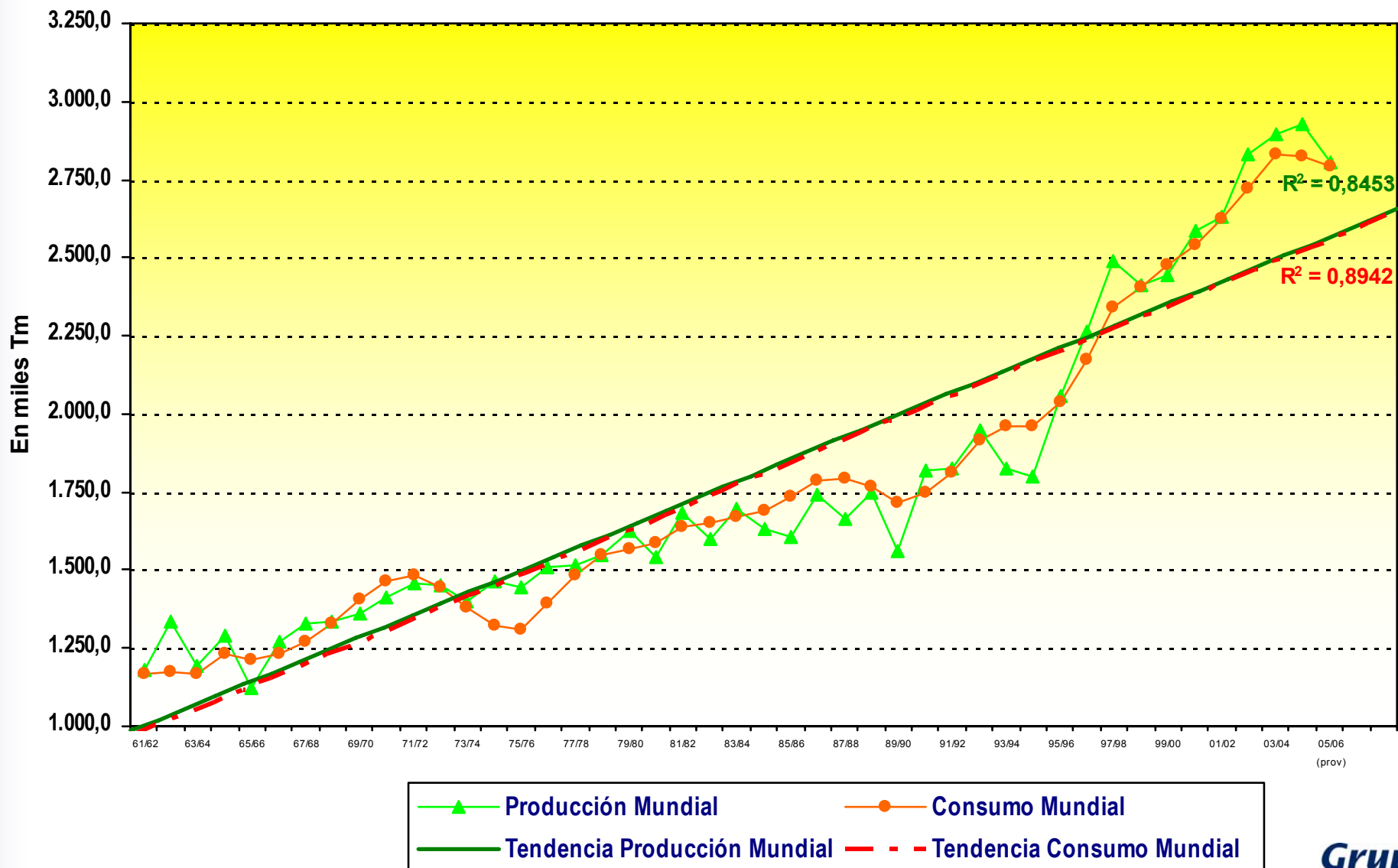
Olive Oil: a strong “demand driven” market

- ✓ World consumption and production grew 21% per decade since 1960 and nearly doubled since the nineties
- ✓ World demand is higher than a scarce production leaded by EU
- ✓ Late nineties: world demand went up due to increase of offer (Spanish production)

The olive oil and the EU

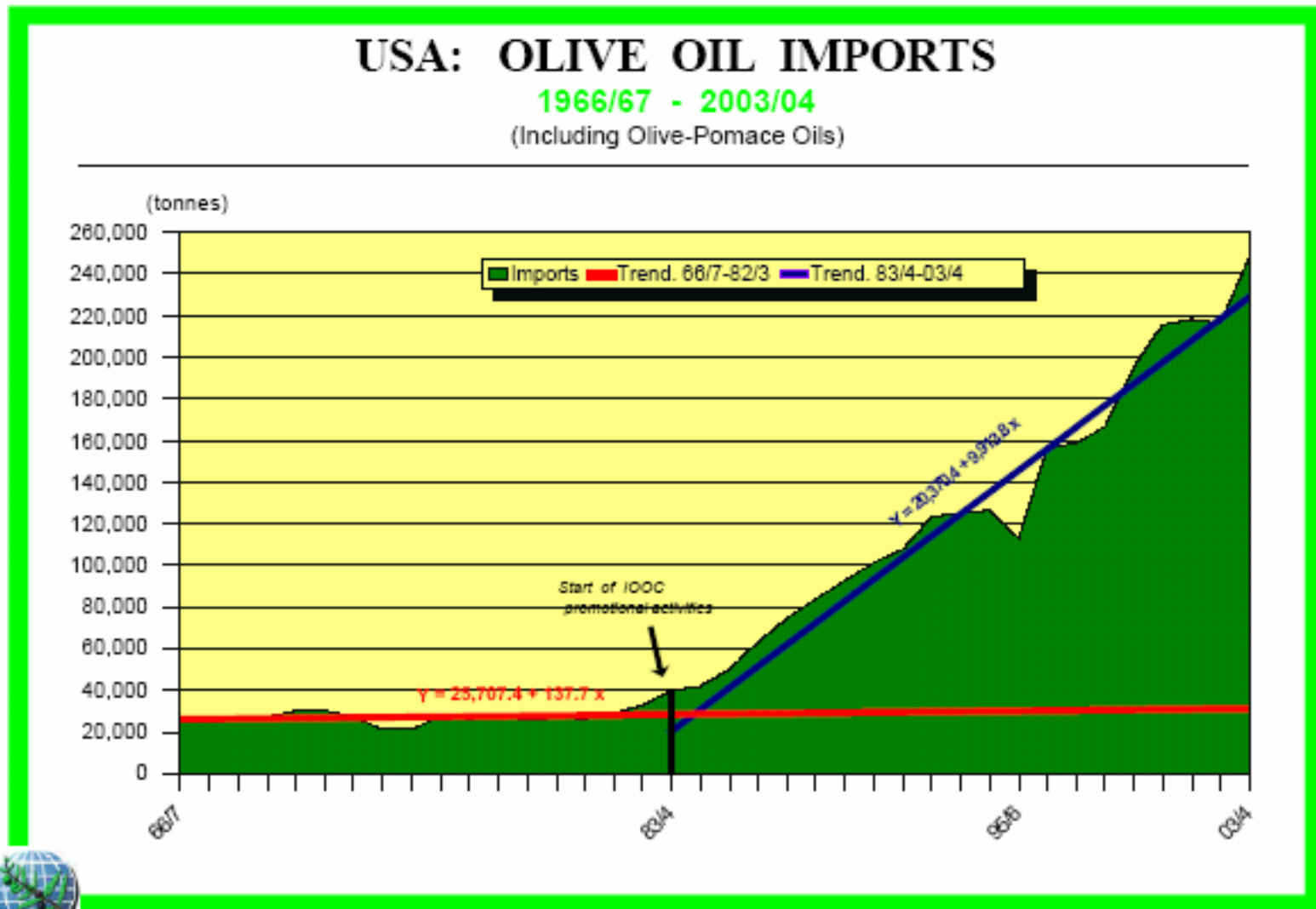
- ❑ Strong positive balance of payments
- ❑ High Added value product in EU scale:
quality, health, tradition
- ❑ Increasing worldwide attention to
healthy food

World production and consumption of olive oil



Fuente: C.O.I. (Consejo Oleícola Internacional)

WHY PROMOTION IS PARAMOUNT?



INTERNATIONAL OLIVE OIL COUNCIL

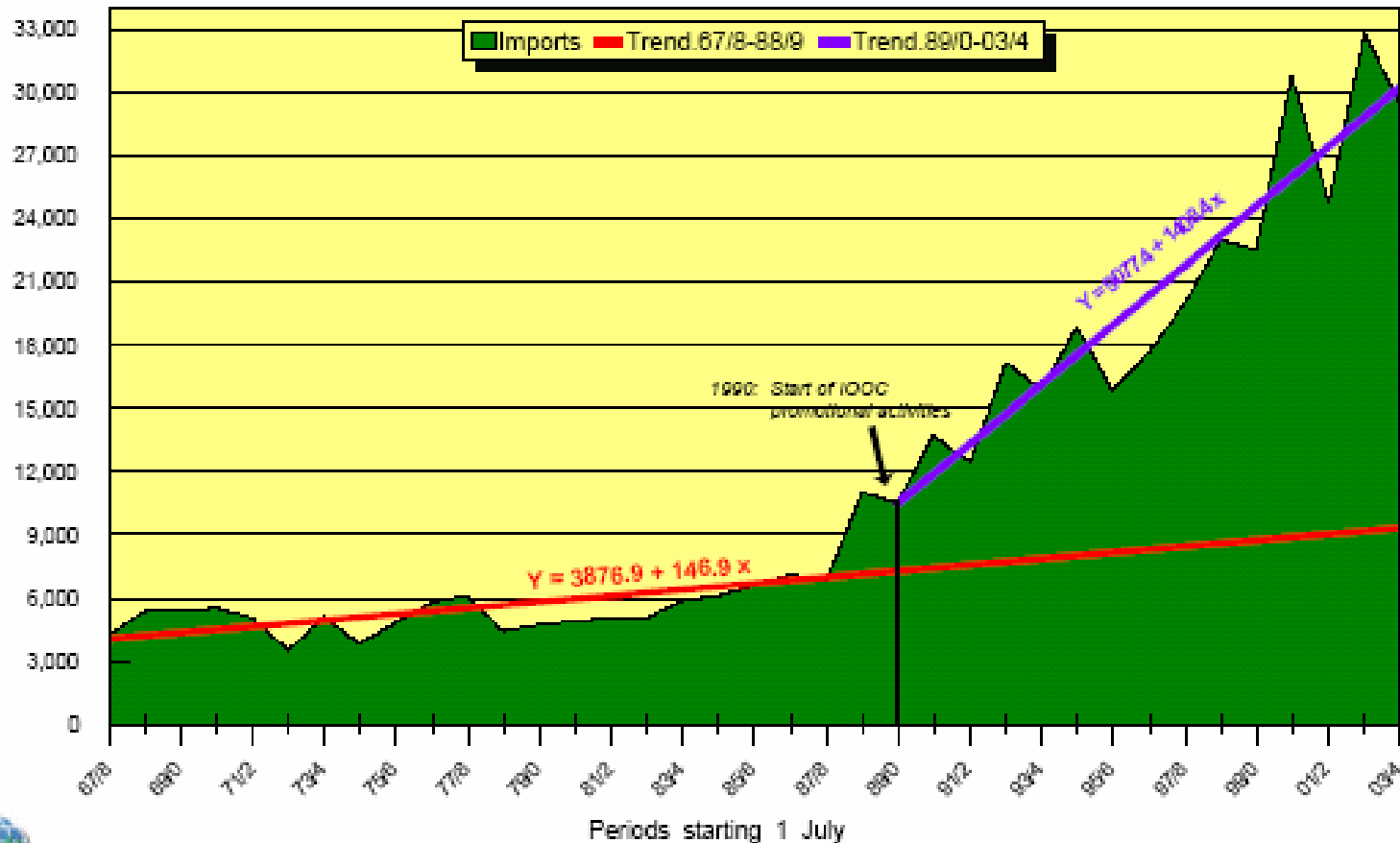
WHY PROMOTION IS PARAMOUNT?

AUSTRALIA : OLIVE OIL IMPORTS

1967/68 - 2003/04

(Including Olive-Pomace Oils)

(tonnes)



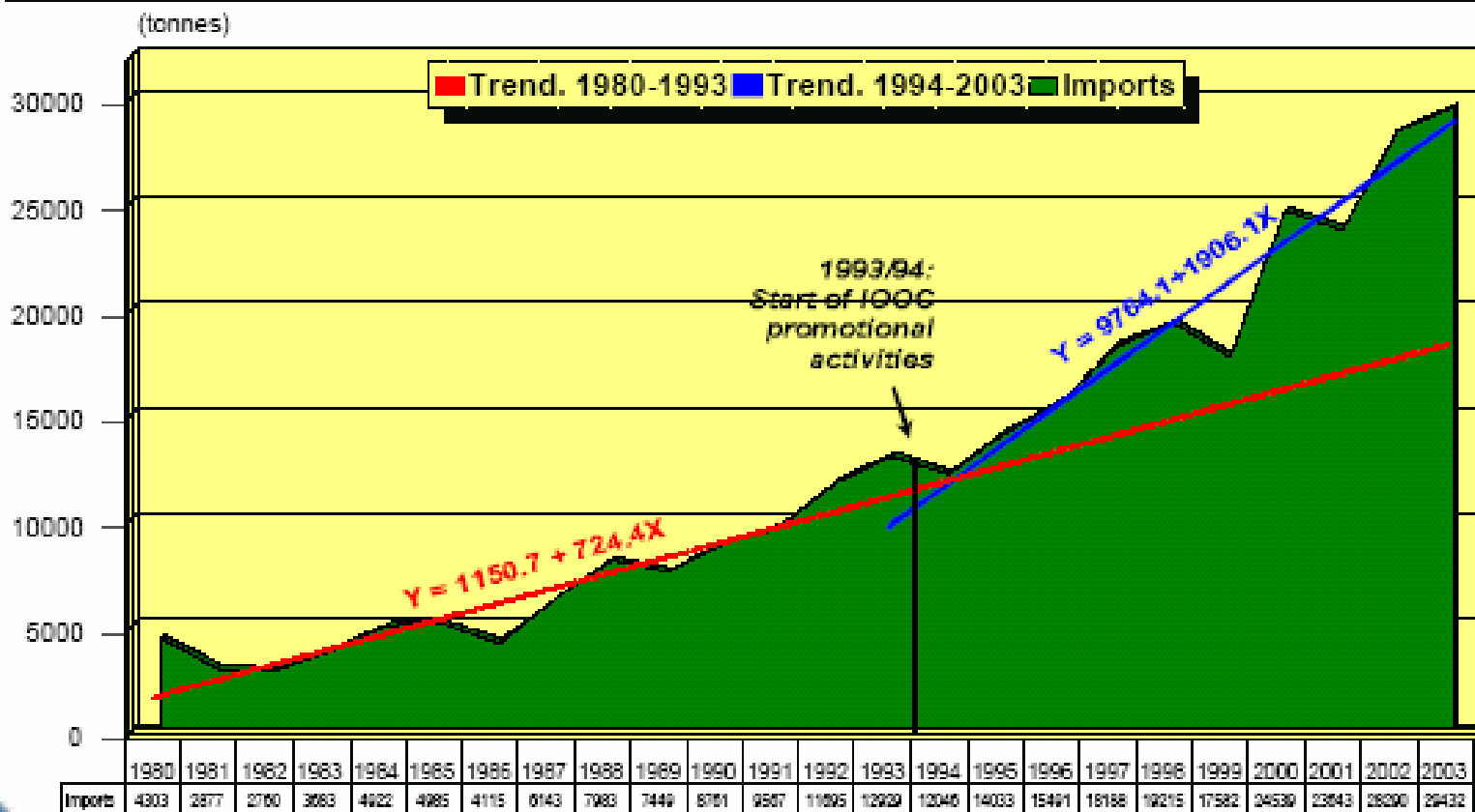
INTERNATIONAL OLIVE OIL COUNCIL

WHY PROMOTION IS PARAMOUNT?

CANADA: OLIVE OIL IMPORTS

1980 - 2003

(Including Olive-Pomace Oils)



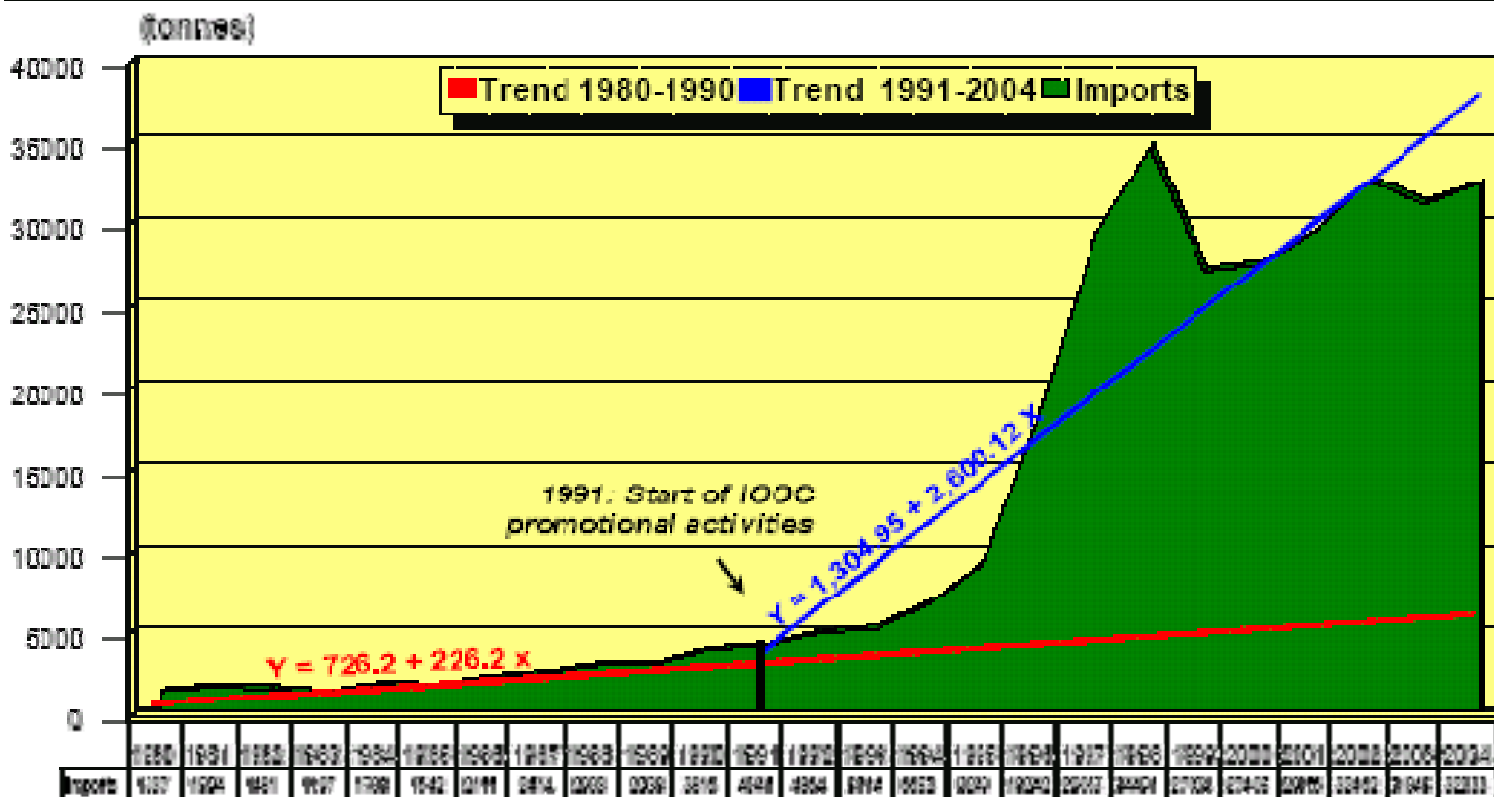
INTERNATIONAL OLIVE OIL COUNCIL

WHY PROMOTION IS PARAMOUNT?

JAPAN: OLIVE OIL IMPORTS

1980 - 2004

(Including Olive-Pomace Oils)



INTERNATIONAL OLIVE OIL COUNCIL

Conclusion: promotion is the key to increase olive oil exports!

- ❑ India, China, US, Japan, Australia, Canada
- ❑ International Olive Council must serve EU interests
- ❑ Export refunds will disappear
- ❑ EU strategic challenge