

# Consultation EU Agri-Food Exports

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# ABOUT GRUPO SOS

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- ❑ 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

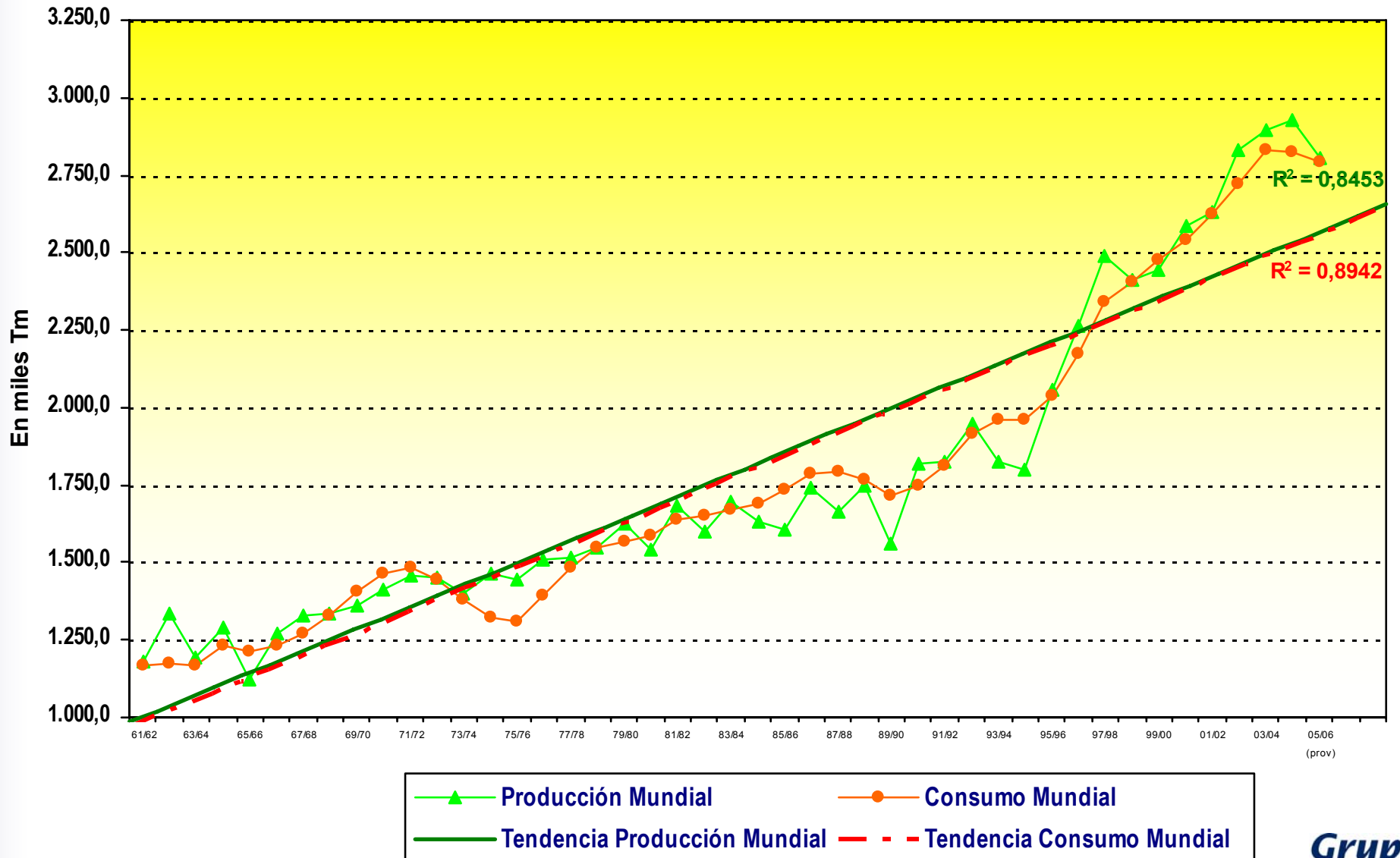
- ✓ World consumption and production grew 21% per decade since 1960 and nearly doubled since the nineties
- ✓ World demand is higher than a scarce production leaded by EU
- ✓ Late nineties: world demand went up due to increase of offer (Spanish production)

# The olive oil and the EU

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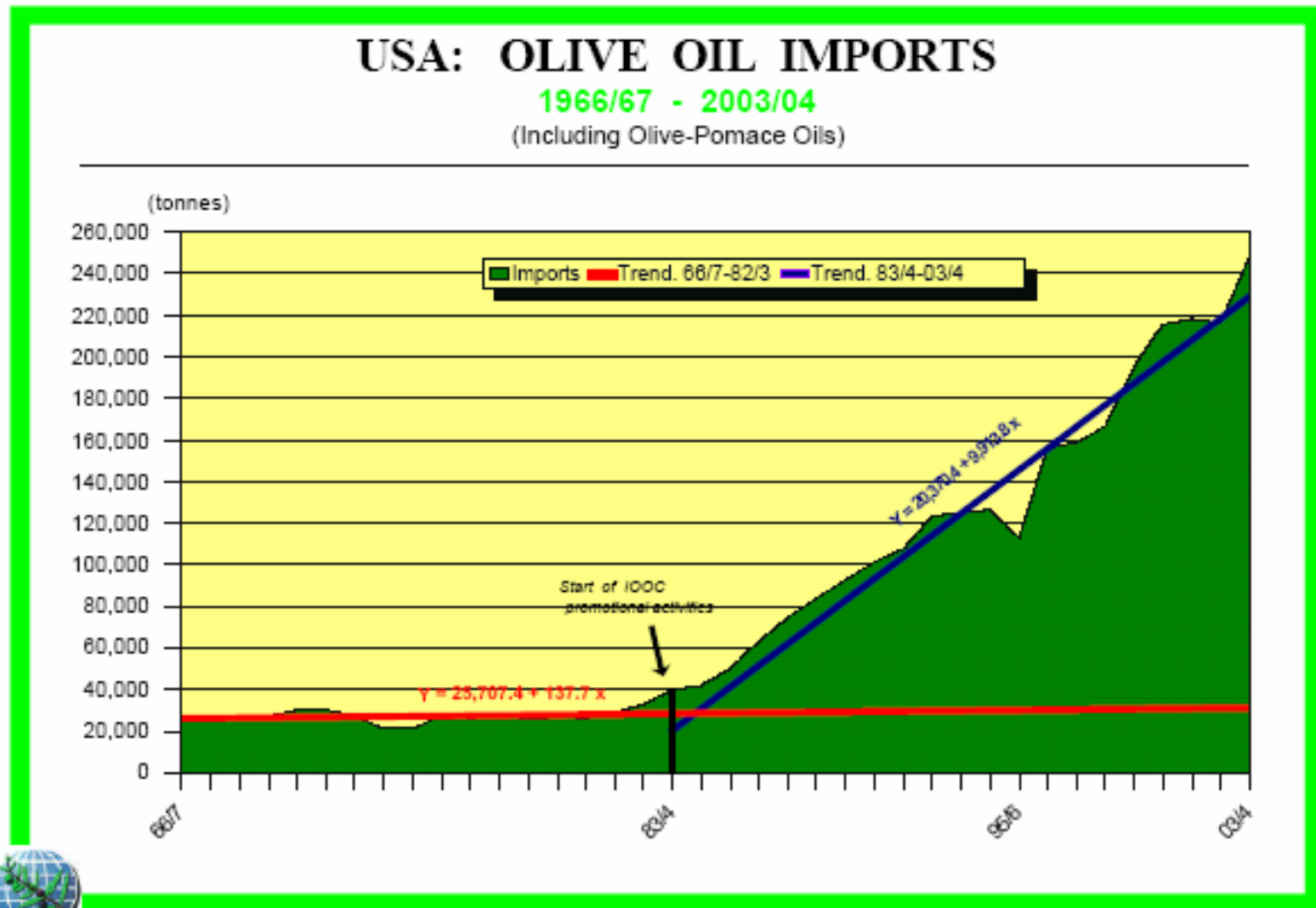
- ❑ Strong positive balance of payments
- ❑ High Added value product in EU scale:  
quality, health, tradition
- ❑ Increasing worldwide attention to  
healthy food

# World production and consumption of olive oil



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

# WHY PROMOTION IS PARAMOUNT?



INTERNATIONAL OLIVE OIL COUNCIL

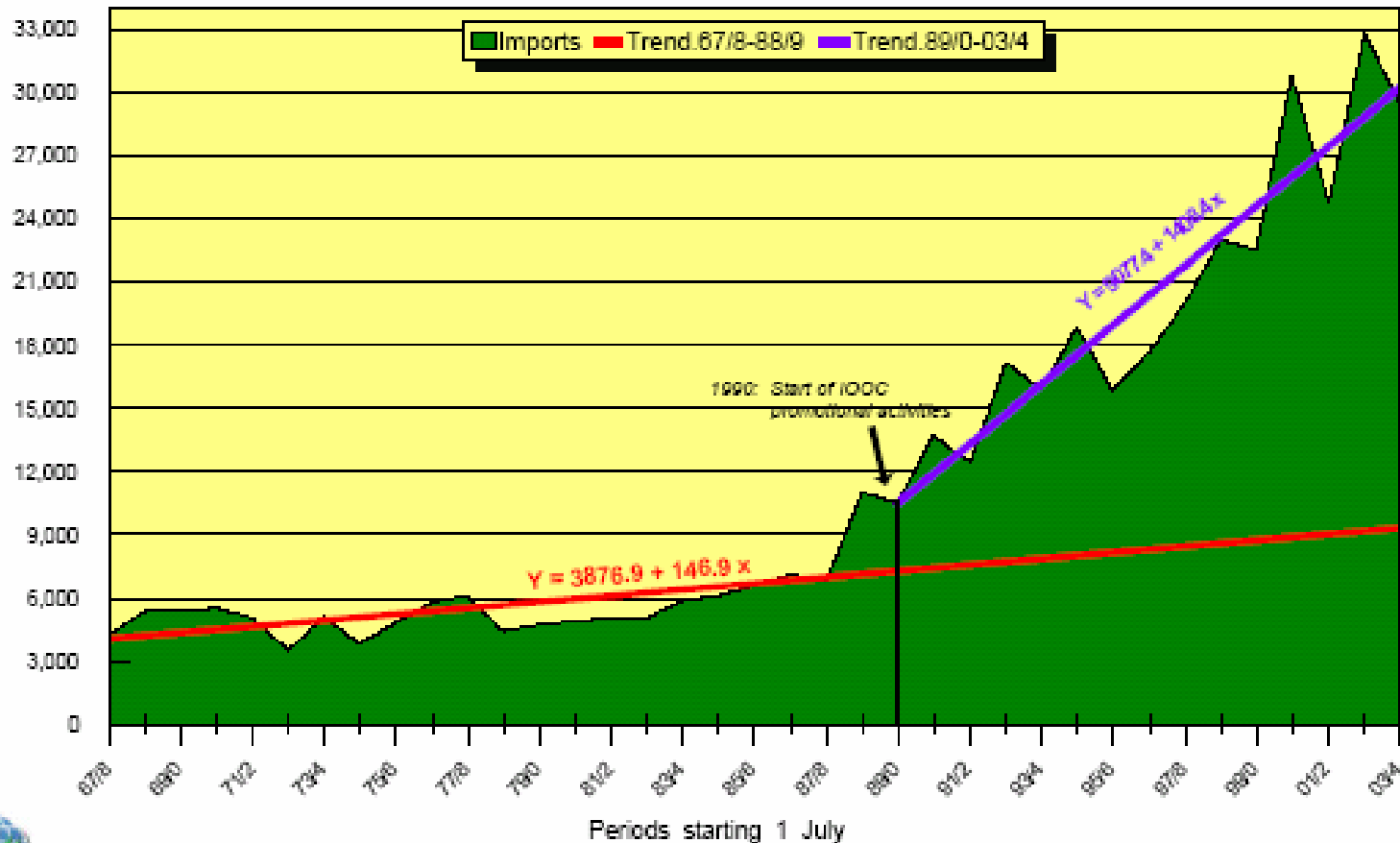
# WHY PROMOTION IS PARAMOUNT?

## AUSTRALIA : OLIVE OIL IMPORTS

1967/68 - 2003/04

(Including Olive-Pomace Oils)

(tonnes)



INTERNATIONAL OLIVE OIL COUNCIL

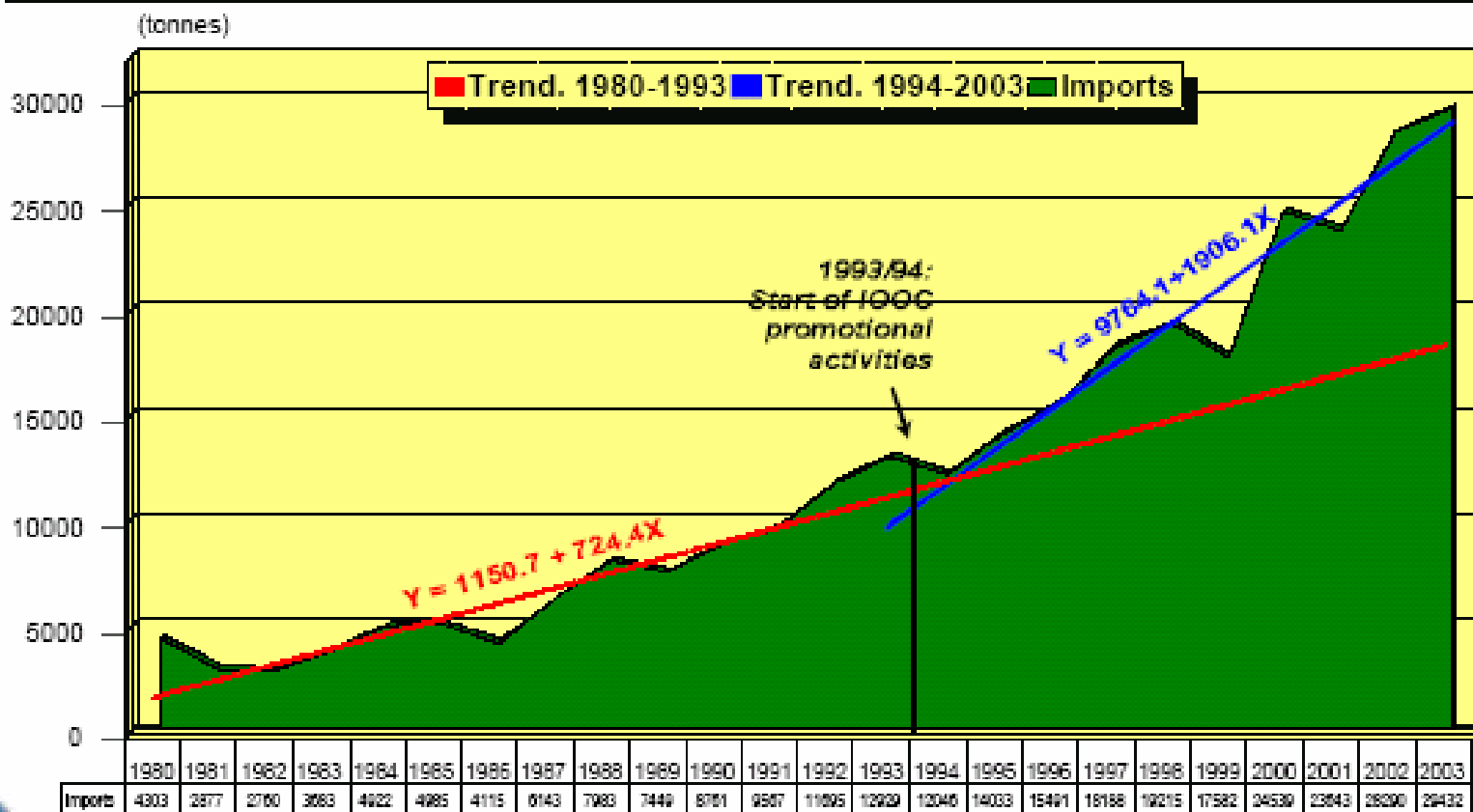
Grupo  
SOS

# WHY PROMOTION IS PARAMOUNT?

## CANADA: OLIVE OIL IMPORTS

1980 - 2003

(Including Olive-Pomace Oils)



INTERNATIONAL OLIVE OIL COUNCIL

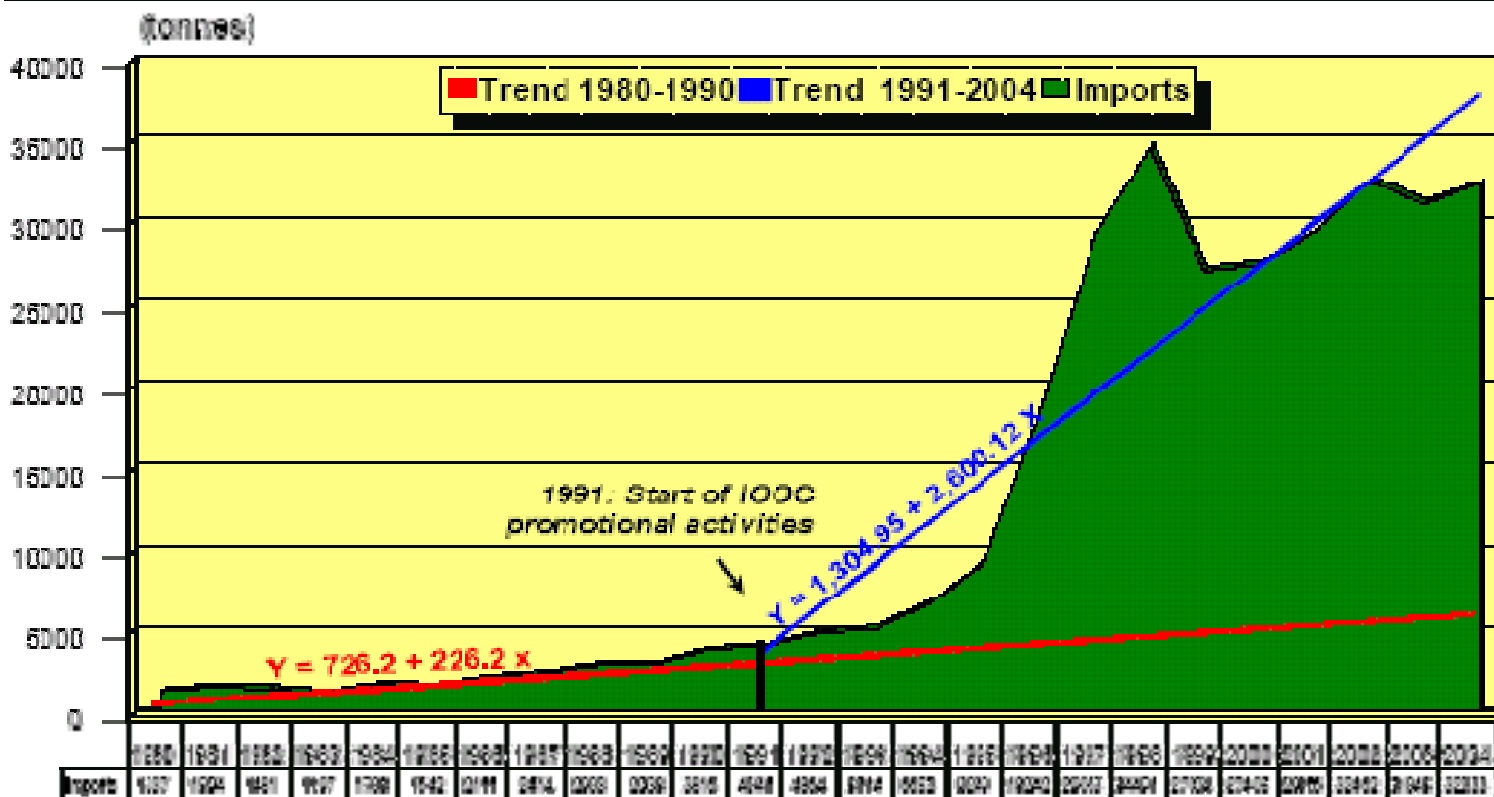


# WHY PROMOTION IS PARAMOUNT?

## JAPAN: OLIVE OIL IMPORTS

1980 - 2004

(Including Olive-Pomace Oils)



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## 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