cooperativas agro-alimentarias España

DG AGRI Workshop on contractual negotiation: olive oil

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Olive Oil: Production and consumption evolution in several markets

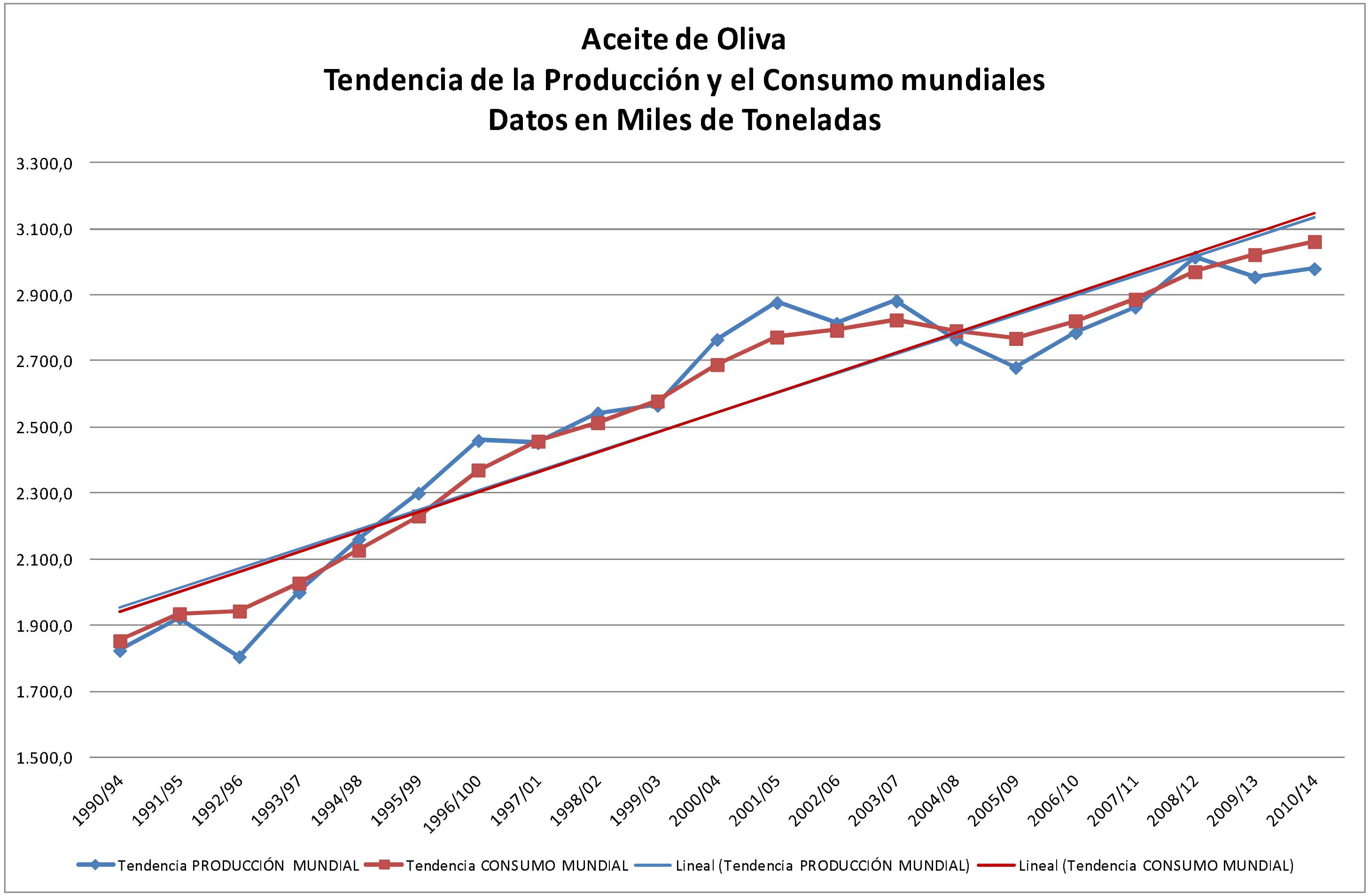
Olive Oil World Production ('000 t)

ACEITE DE OLIVA: EVOLUCIÓN PRODUCCIÓN MUNDIAL (Miles de Toneladas)									
Campaña	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	MEDIA		
España	1.030,0	1.401,5	1.391,9	1.615,0	616,3	1.774,2	1.304,8	44,0%	44,0%
Italia	540,0	430,0	440,0	399,2	415,5	450,0	445,8	15,0%	59,0%
Grecia	305,0	320,0	301,0	294,6	357,9	230,0	301,4	10,2%	69,2%
Turquía	130,0	147,0	160,0	191,0	195,0	180,0	167,2	5,6%	74,8%
Siria	130,0	150,0	180,0	198,0	198,0	135,0	165,2	5,6%	80,4%
Tunez	160,0	150,0	120,0	182,0	220,0	80,0	152,0	5,1%	85,5%
Marruecos	85,0	140,0	130,0	120,0	100,0	120,0	115,8	3,9%	89,4%
Portugal	53,4	62,5	62,9	76,2	59,1	76,2	65,1	2,2%	91,6%
Argelia	61,5	26,5	67,0	39,5	66,0	62,0	53,8	1,8%	93,4%
Argentina	23,0	17,0	20,0	32,0	17,0	30,0	23,2	0,8%	94,2%
Jordania	18,5	17,0	27,0	19,5	21,5	25,0	21,4	0,7%	94,9%
Chile	8,5	12,0	16,0	21,5	28,0	32,0	19,7	0,7%	95,6%
Palestina	20,0	5,5	25,0	15,5	15,5	15,5	16,2	0,5%	96,1%
Australia	15,0	18,0	18,0	15,5	9,0	18,0	15,6	0,5%	96,7%
Libano	12,0	9,0	32,0	14,0	11,0	14,0	15,3	0,5%	97,2%
Resto países	77,3	67,6	84,3	86,8	95,6	89,8	83,6	2,8%	100,0%
TOTAL 15 países	2.591,9	2.906,0	2.990,8	3.233,5	2.329,8	3.241,9	2.882,3		
TOTAL MUNDIAL	2.669,2	2.973,6	3.075,1	3.320,3	2.425,4	3.331,7	2.965,9	100,0%	
Fuente: COI									

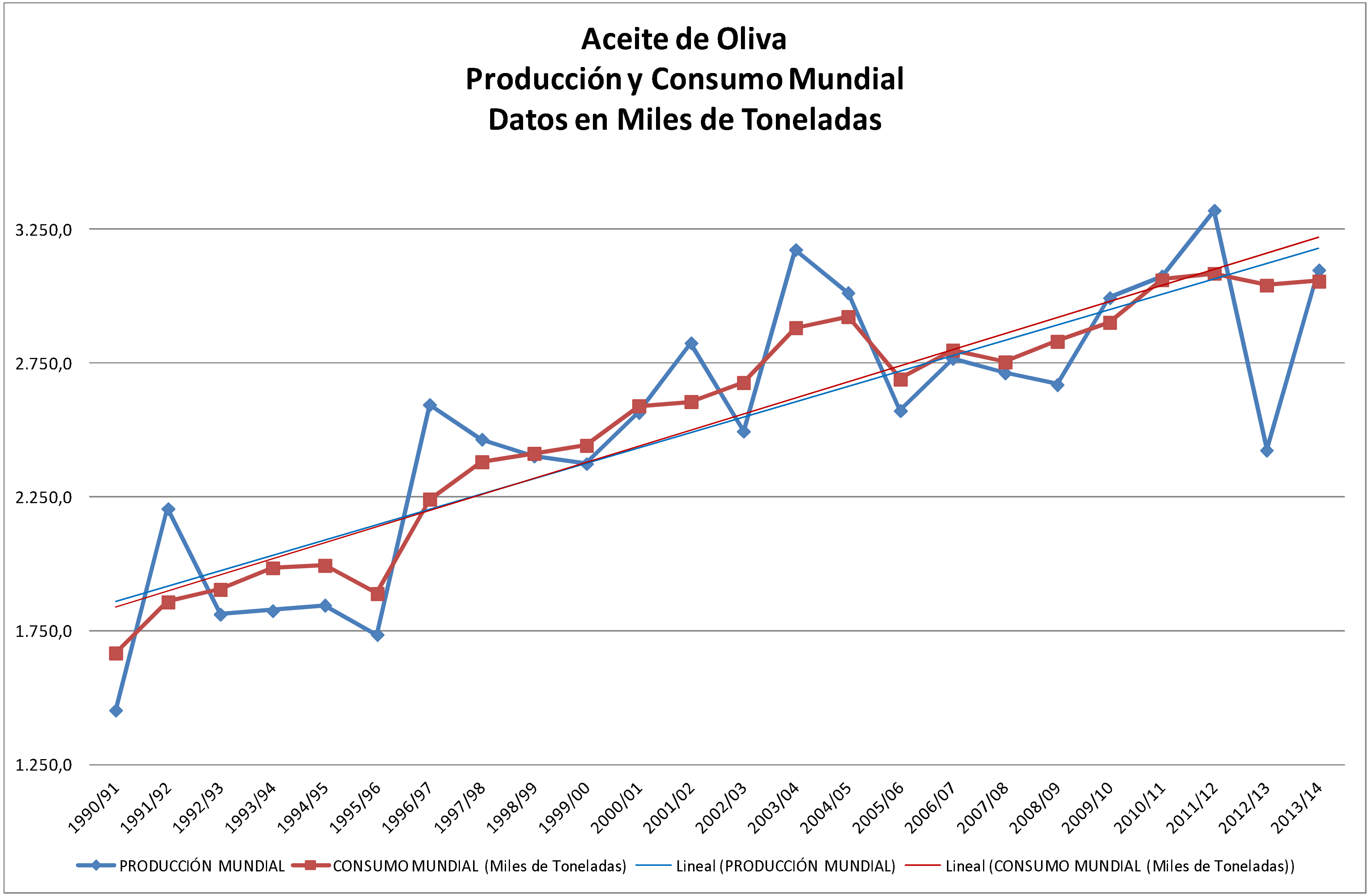
Olive Oil World Consumption ('000 t)

ACEITES DE OLIVA: EVOLUCIÓN CONSUMO MUNDIAL (Miles de Toneladas)									
Campañas	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	MEDIA		
Italia	710,0	675,7	660,0	610,0	590,0	600,0	641,0	21,4%	21,4%
España	533,6	539,4	555,2	574,0	513,0	580,0	549,2	18,3%	39,7%
Estados Unidos	256,0	258,0	275,0	300,0	293,0	294,0	279,3	9,3%	49,0%
Grecia	229,0	228,5	227,5	200,0	200,0	185,0	211,7	7,1%	56,1%
Turquía	108,0	110,0	131,0	150,0	160,0	150,0	134,8	4,5%	60,6%
Siria	110,0	120,5	130,5	135,5	135,5	95,0	121,2	4,0%	64,6%
Francia	113,5	114,8	112,8	112,0	97,2	99,6	108,3	3,6%	68,3%
Marruecos	70,0	90,0	100,0	122,0	129,0	132,0	107,2	3,6%	71,8%
Portugal	87,5	87,8	82,0	78,0	74,0	74,0	80,6	2,7%	74,5%
Brasil	42,0	50,5	61,5	68,0	73,0	73,0	61,3	2,0%	76,6%
Reino Unido	56,4	55,3	69,5	59,2	59,1	59,0	59,8	2,0%	78,6%
Alemania	47,7	50,1	58,8	61,0	61,2	59,0	56,3	1,9%	80,4%
Argelia	55,0	33,5	59,0	42,5	67,0	67,0	54,0	1,8%	82,2%
TOTAL 13 países	2.418,7	2.414,1	2.522,8	2.512,2	2.452,0	2.467,6	2.464,6	82,2%	
TOTAL MUNDIAL	2.831,5	2.902,0	3.062,0	3.085,8	3.041,0	3.056,6	2.996,5	100,0%	
Fuente: COI									

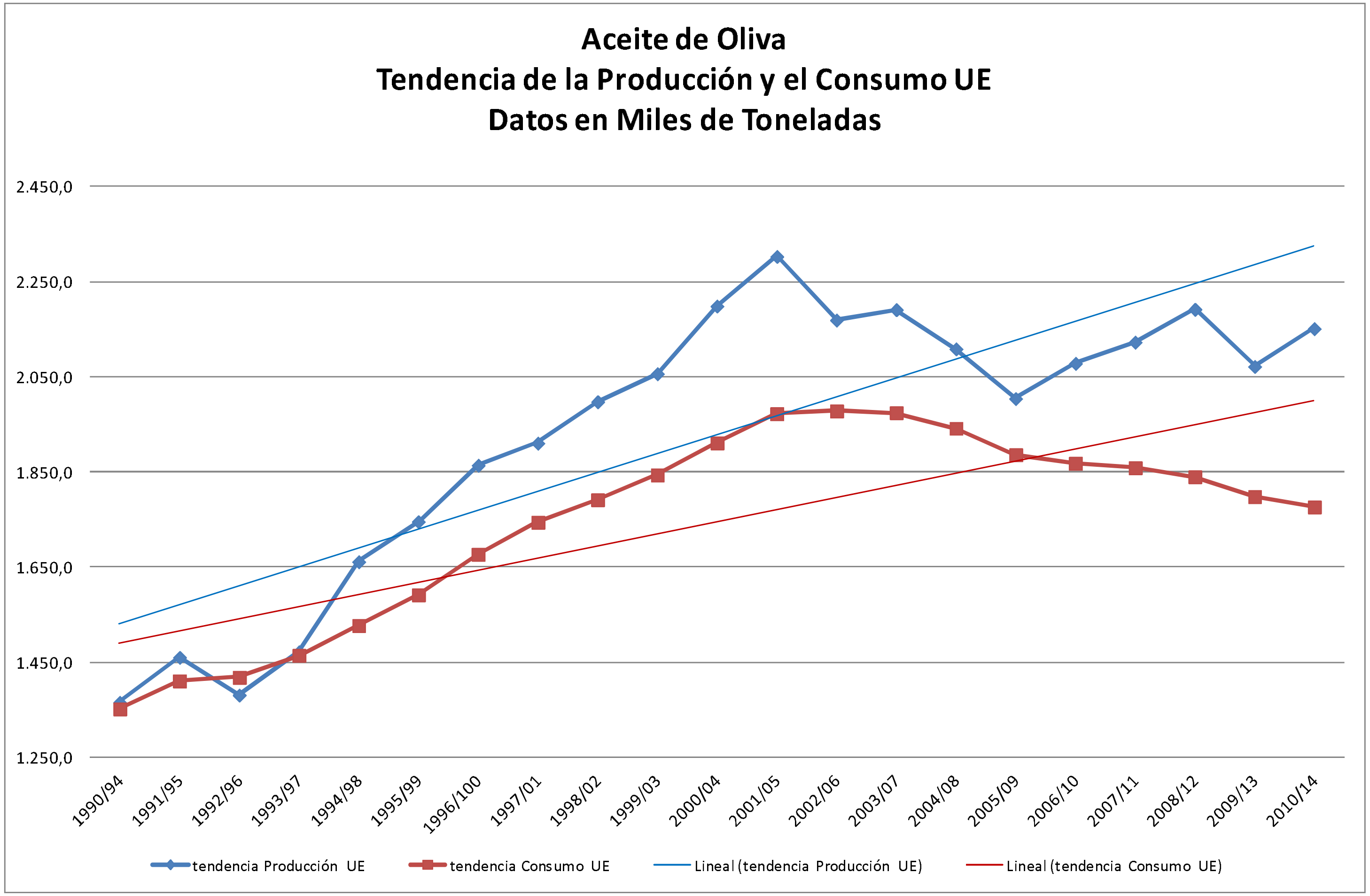
Olive Oil World Production and consumption trend ('000 t)



Olive Oil World Production and consumption ('000 t)



Olive Oil EU Production and consumption trend ('000 t)



Main findings

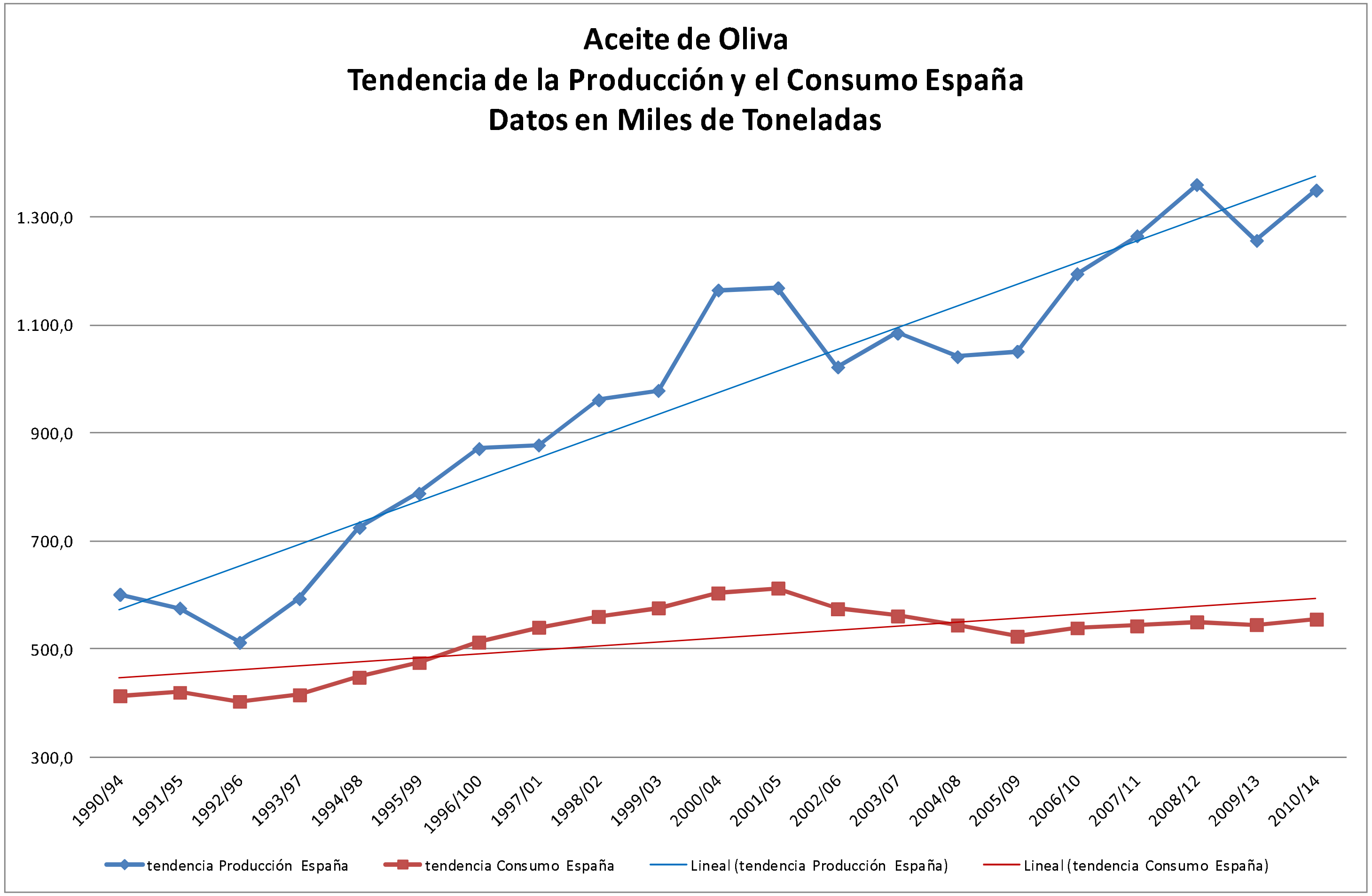
- Increasing knowledge and demand of olive oil in the world.
- Promotion Campaigns like that from the COI, Spanish Olive Oil Inter-branch Organisation, etc are spreading its quality and use.
- EU is the world leader in production and consumption.
- The countries producing and consuming olive oil are increasing.
- Productions increases are automatically absorbed by the market.

Spanish Olive Oil

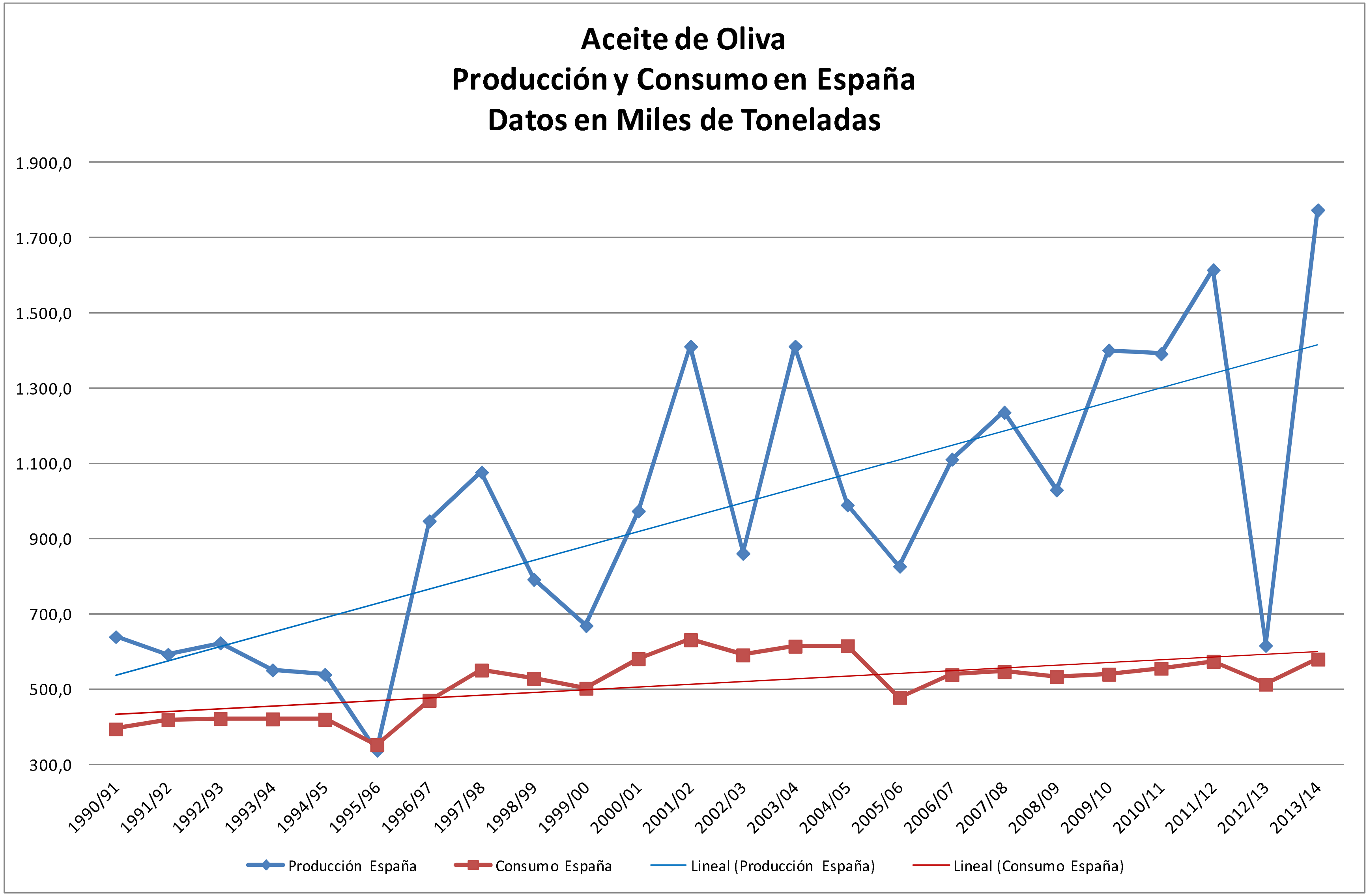
Olive oil Campaigns evolution

EVOLUCION DEL BALANCE DE CAMPAÑA DE ACEITE DE OLIVA									
ESPAÑA								03/09/2014	
								Estimacion Coops Agroalimentarias	Media de 4 últimas campañas 2010/11 2013/14
CAMPAÑAS	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	**2013/14 Est**	
Stock inicial	288.400	331.800	425.700	285.700	420.700	474.100	692.500	**300.700**	472.000
Producción	1.111.400	1.236.100	1.030.000	1.401.500	1.391.900	1.615.000	618.200	**1.776.000**	1.350.275
Importaciones	83.400	61.400	38.900	47.000	43.500	59.800	119.200	**60.000**	70.625
TOTAL DISPONIBLE	1.483.200	1.629.300	1.494.600	1.734.200	1.856.100	2.148.900	1.429.900	**2.136.700**	1.892.900
Consumo +Pérdidas	560.000	537.500	533.600	533.400	554.100	580.900	499.200	**580.000**	553.550
Exportaciones	591.400	666.100	675.300	780.100	827.900	875.500	630.000	**1.100.000**	858.350
TOTAL SALIDAS	1.151.400	1.203.600	1.208.900	1.313.500	1.382.000	1.456.400	1.129.200	**1.680.000**	1.411.900
STOCK FINAL	331.800	425.700	285.700	420.700	474.100	692.500	300.700	**456.700**	481.000
Precio medio (Pool-	2.484,39	2.444,13	1.936,84	1.886,10	1.803,16	1.812,87	2.564,91	1.997,54	
		-1,6%	*-20,8%*	*-2,6%*	*-4,4%*	*0,5%*	*41,5%*	*-22,1%*	
								01/10/13 a 03/09/14	
Valor económico com	2.860.526.646	2.941.754.868	2.341.445.876	2.477.392.350	2.491.967.120	2.640.263.868	2.896.296.372	3.355.867.200	

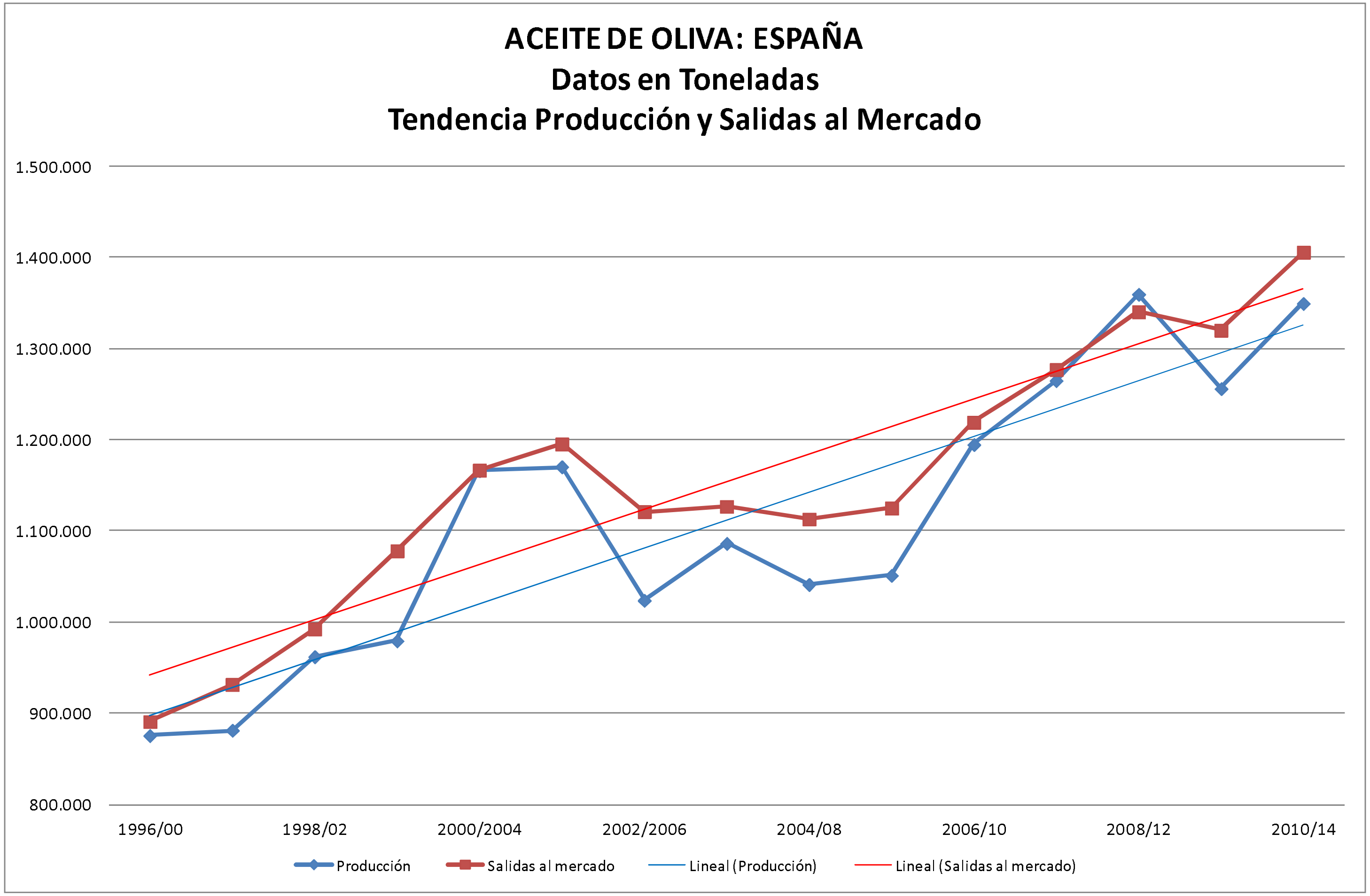
Olive Oil Spanish Production and consumption trend ('000 t)



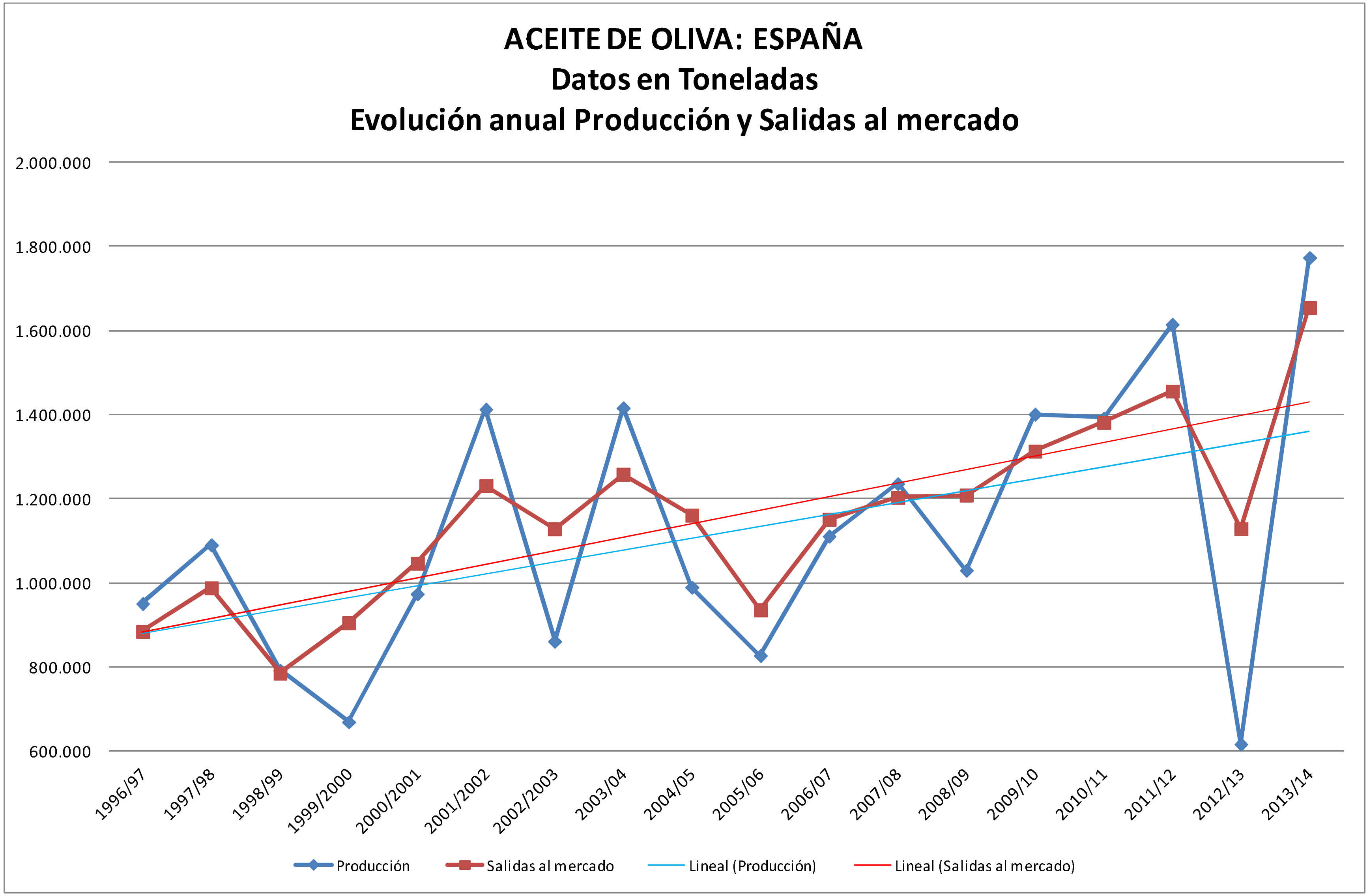
Olive Oil Spanish Production and consumption ('000 t)



Olive Oil Spanish Production and market outwards ('000 t)



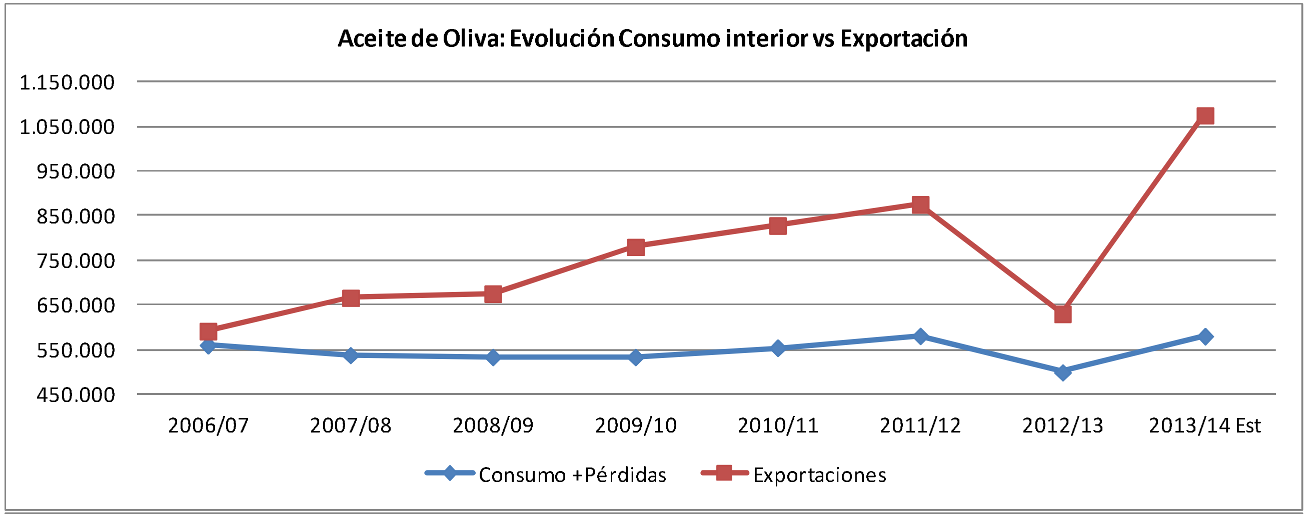
Olive Oil Spanish Production evolution and market outwards ('000 t)

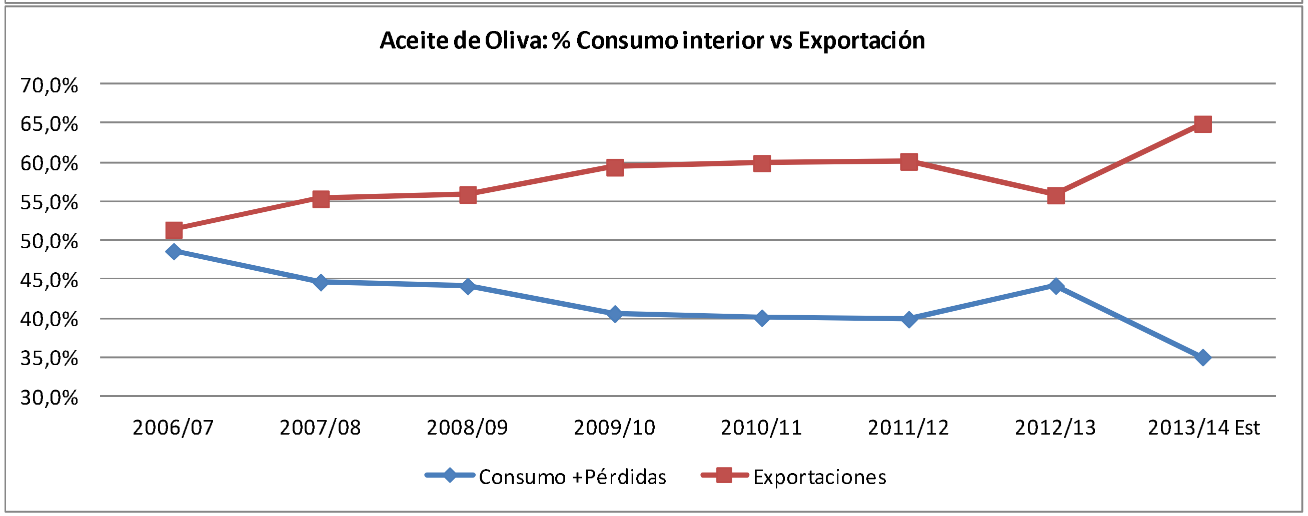


Production and internal consumption

ACEITES DE OLIVA: PRODUCCIÓN - CONSUMO INTERNO									
Países que disponen de excedente de Aceites de Oliva para exportar									
Campaña	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	MEDIA		
España	496,4	862,1	836,7	1.041,0	103,3	1.194,2	755,6	69,82%	69,8%
Tunez	139,0	120,0	90,0	147,0	180,0	45,0	120,2	11,10%	80,9%
Grecia	76,0	91,5	73,5	94,6	157,9	45,0	89,8	8,29%	89,2%
Siria	20,0	29,5	49,5	62,5	62,5	40,0	44,0	4,07%	93,3%
Turquía	22,0	37,0	29,0	41,0	35,0	30,0	32,3	2,99%	96,3%
Argentina	18,0	12,0	14,5	26,0	11,0	24,0	17,6	1,62%	97,9%
Marruecos	15,0	50,0	30,0	-2,0	-29,0	-12,0	8,7	0,80%	98,7%
Chile	1,0	3,0	6,0	8,5	9,0	13,0	6,8	0,62%	99,3%
Palestina	6,0	-2,5	9,0	2,0	2,0	2,0	3,1	0,28%	99,6%
Otros países	2,0	2,0	2,0	2,0	2,0	3,0	2,2	0,20%	99,8%
Jordania	-5,0	-3,0	7,0	2,5	1,5	7,0	1,7	0,15%	100,0%
Albania	-1,0	-1,0	-1,0	-1,0	5,0	1,5	0,4	0,04%	100,0%
TOTAL países con disponibilidad para exportar	789,4	1.200,6	1.146,2	1.424,1	540,2	1.392,7	1.082,2		

Internal consumption Vs Exports Evolution





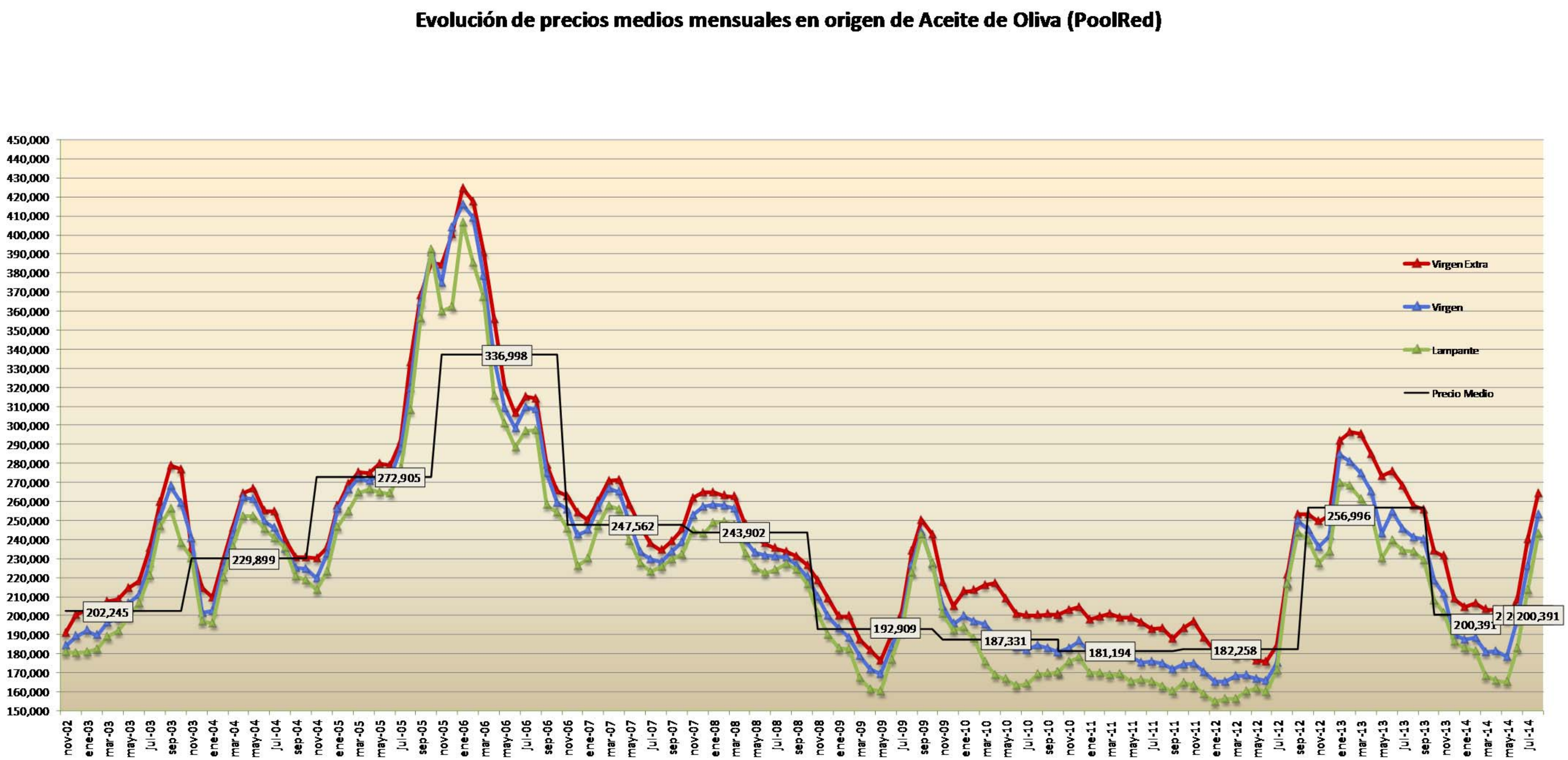
% Internal consumption Vs Exports Evolution

Main Findings

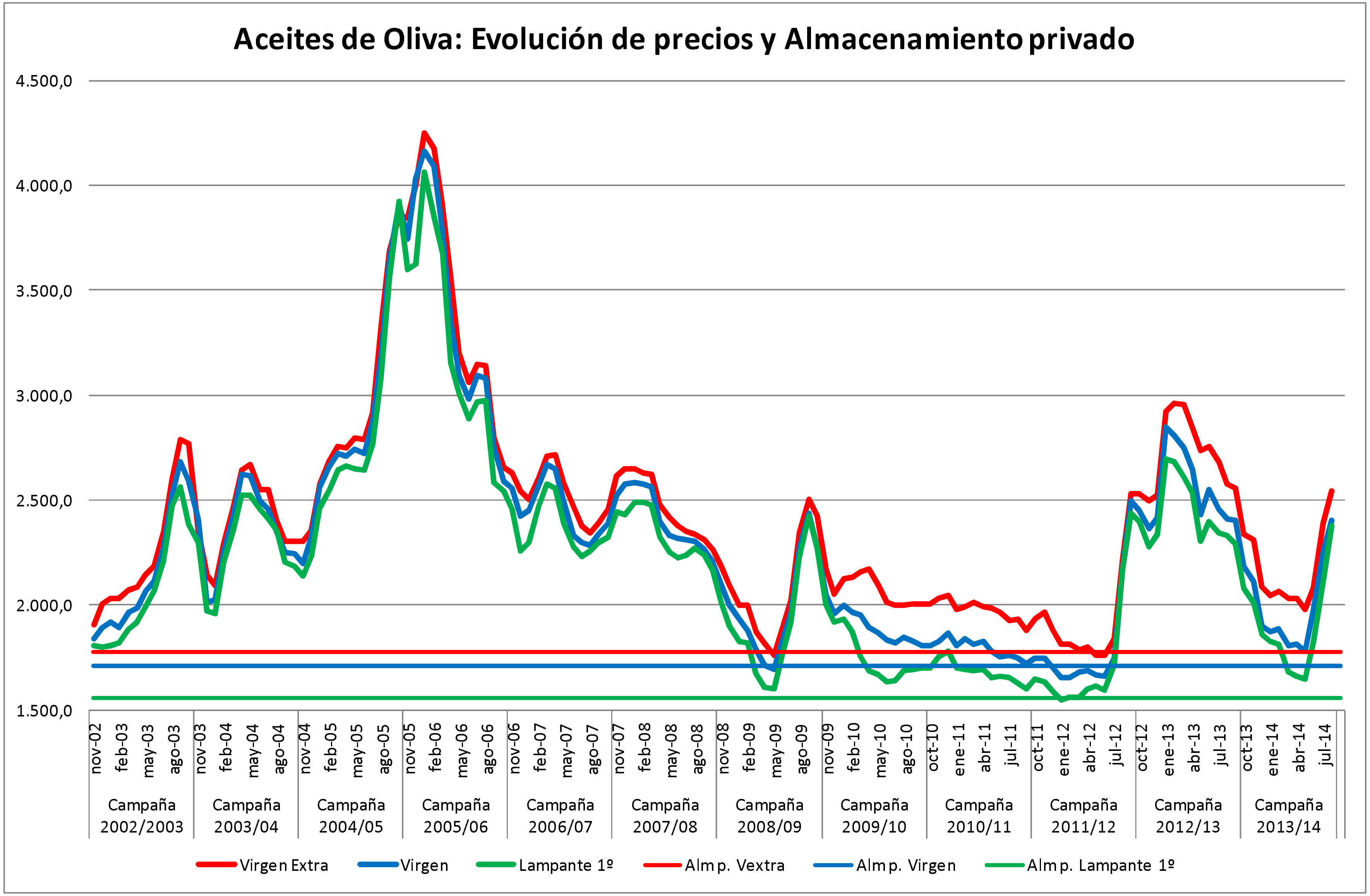
- Spain is the EU and World leader producing country.
- Production increases have allowed export increase (2/3 of the market)
- Spain contribute notably to the international market.

The Spanish production and market organisation

Origin average price evolution (PoolRed)



price evolution and private storage



Last 4 campaigns:
Main Spanish Cooperative groups

Media de 4 últimas campañas			
PRINCIPALES GRUPOS COOPERATIVOS DE ESPAÑA			
			1.300.000
	TOTAL Almazaras	Produccion (toneladas)	% prod coop/ Prod total España
DCOOP SCA	112	250.000	19,23%
Jaencoop, SCA	11	52.000	4,00%
Interoleo Picual SA	22	50.000	3,85%
OleoToledo, S.L.	38	35.000	2,69%
Oleoestepa, SCA	16	25.000	1,92%
Olivar de Segura, SCA	14	20.000	1,54%
Almazaras de la Subbetica	2	15.000	1,15%
TOTAL Grupos	213	432.000	33,23%
Resto Almazaras Coops.	733	478.000	36,77%
TOTAL Almazaras Coops.	941	910.000	70,00%
Resto Almazaras No Coops.	808	390.000	30,00%
TOTAL Almazaras	1.754	1.300.000	100,00%

Mercado de envasados en España

- Retail sector represents 70% of the Spanish market.
- Retail sector sales: 70% retail brand, 20% private brand (Deoleo, Migasa, Aceites del Sur Borges, …)10% other.
- Remaining 30% directly through olive oil mils and small commerce.
- Any cooperative group has an important weight in the bottling Spanish market.
- There are 1.665 bottling plants registered in Spain.

Conclusiones finales

- Production variability causes high price fluctuation.
- During several campaig the market price is lower than production costs (near to 3€/kg according to Spanish Agriculture Ministry's data).
- EU aid is fundamental to maintain the sector profitability.
- Private storage has been insufficient to manage the market due to extraordinary low prices, its complex activation and insufficient volumes.
- Spanish prices influence directly world market.
- There is a minimum price difference among olive oil qualities (*virgen extra, virgen, lampante*). Price increase in one category cause increases in the others and *vice versa*.

Proposals

- Relevant market definition of art. 169 R. 1308/2013 should be defined as the world or EU market.
- Relevant market should integrate all commercial olive oil categories, taking into account that price behavior are directly linked among them.
- Private storage is a fundamental tool to manage the campaigns but the activation prices should be actualized, we need higher agility in the implementation and increase the storage volumes.
- Lampant olive oil should be immobilized, taking into account they are less perishable and its price increases automatically causes higher prices in the other categories.
- The integration model accepted in Spain is the 2nd degree cooperative. However, we see the figure of Producer Organisation appropriated to develop the commercial integration.
- We consider fundamental to dispose of managing market tools to adapt offer to demand for the sector stability, the producer and consumer interest. Therefore we propose that PO associations could manage jointly up to 20% of their production and this market managing tool could be implemented through an extension of rules.