The 2016 EU Agricultural Outlook Conference

Wine, olive oil, fruit and vegetables

Brussels, 6-7 December
Important sectors for EU agriculture (% of total)

Source: EUROSTAT (EAA, FSS), DG Agriculture and Rural Development
Diversity makes it complicated
Olive oil – diverging trends in production (1000 t)
Olive oil – diverging trends in consumption (kg/capita)
Olive oil – towards more net exports

-1.6%  0.8%  +7.5%  +3.2%  -0.8%

Consumption (ES, PT, IT, GR)  Consumption Rest of EU  Net exports Extra EU
Wine: new consumption trends

- Fresh / easy wines (in particular sparkling)
- Trade in bulk
- Segment of premium classical
- Growth in Asia / America
Apples: less fresh fruit, more exports

Fresh apples per capita in the EU
17.8 kg in 2005-06
15.0 kg in 2015-16
14.2 kg in 2025-26

2.4 apples a week in 2005
Apples: less fresh fruit, more exports

Fresh apples per capita in the EU
17.8 kg in 2005-06
15.0 kg in 2015-16
14.2 kg in 2025-26

1.9 apples a week in 2015
Tomatoes: stagnating consumption, value adding

Source: elaboration from Euromonitor & IHS Markit (France, Germany, Italy, Spain, UK)
Main messages

Important sectors but diversity of situations

Relative stagnation / decline of domestic consumption

Trade should play a role to balance

Value adding is key for such sectors