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Voluntary - Public

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Italy

Post: Rome

Italian Kiwifruit Overview 2018

Report Categories:

Kiwifruit

Approved By:

Fred Giles

Prepared By:

Ornella Bettini

Report Highlights:

Italy is a world leading kiwifruit producer. According to the latest figures from the Italian Fresh Produce Service Centre (CSO), Italy's marketing year (MY) 2018/19 kiwifruit production is expected to return to normal levels (435,175 metric tons (MT)) following a lower production campaign (369,096 MT) in MY 2017/18. Green varieties are expected to reach 373,475 MT, 13 percent more than MY 2017/18, but 16 percent below the 2014-2017 yearly average due to damage caused by root asphyxia, Psa (*pseudomonas syringae* pv. *actinidiae*) bacterial disease, and brown marmorated stink bug. Yellow varieties are expected to register a 64 percent surge (61,700 MT) from the previous campaign (37,517 MT) due to new orchards entering in regime, mainly in Lazio and Veneto. Approximately 73 percent of national kiwifruit production is exported, 20 percent is consumed domestically, and 7 percent goes to the industry.

Italian Kiwifruit Overview 2018

Italy is a world leading kiwifruit producer. Lazio, Piemonte, Emilia Romagna, Calabria, and Veneto are the main kiwi-producing areas, accounting for approximately 29, 19, 16, 11, and 11 percent of national production, respectively. *Hayward* is the chief green cultivar, followed by increasing yellow varieties (*G3, Jintao, Soreli, and Dori*). According to the latest figures from the Italian Fresh Produce Service Centre (CSO), Italy’s marketing year (MY) 2018/19 kiwifruit production is expected to return to normal levels (435,175 metric tons (MT)) following a lower production campaign (369,096 MT) in MY 2017/18. Green varieties are expected to reach 373,475 MT, 13 percent more than MY 2017/18, but 16 percent below the 2014-2017 yearly average due to damage caused by root asphyxia, Psa (*pseudomonas syringae* pv. *actinidiae*) bacterial disease, and brown marmorated stink bug. Yellow varieties are expected to register a 64 percent surge (61,700 MT) from the previous campaign (37,517 MT) due to new orchards starting production, mainly in Lazio and Veneto. Overall, quality is reported to be good.

Italy’s MY 2018/19 kiwifruit area (25,220 hectares (ha)) is expected to grow by 2 percent from MY 2017/18. This is due to a forty percent area increase for yellow varieties (2,860 ha), compensating for a two percent area decrease for green varieties (22,360 ha), mainly in Piemonte (-6 percent), Lazio (-4 percent), and Veneto (-3 percent).

Approximately 73 percent of national kiwifruit production is exported, 20 percent is consumed domestically, and 7 percent goes to the industry. The commercial calendar extends from November to May.

In the period January-July 2018, Italy’s kiwifruit exports decreased by 15 percent compared to the same period in 2017 due to the lower production in MY 2017/18. Reduced quantities were exported to Germany (-13 percent) and Spain (-21 percent), the leading destinations, accounting for 19 and 12 percent of total exports, respectively. In the period January-July 2018, Italy’s kiwifruit imports grew by 3 percent from the same period in 2017. This was mainly due to increased volumes from Chile (+5 percent) and New Zealand (+38 percent), the leading suppliers, accounting for 40 and 29 percent of total imports, respectively.

Table 1: Italy’s leading kiwifruit exports (January-July 2018)

Partner Country	Unit	Quantity	% Share	% Change
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		2016	2017	2018	2016	2017	2018	2018/2017
World	T	284,728	209,831	177,270	100.00	100.00	100.00	- 15.52
Germany	T	50,995	40,004	34,673	17.91	19.06	19.56	- 13.33
Spain	T	36,685	27,905	22,034	12.88	13.30	12.43	- 21.04
France	T	20,281	18,965	20,028	7.12	9.04	11.30	5.60
Netherlands	T	13,882	12,385	10,639	4.88	5.90	6.00	- 14.10
Poland	T	18,712	12,396	10,509	6.57	5.91	5.93	- 15.22
United Kingdom	T	13,888	11,233	9,073	4.88	5.35	5.12	- 19.22
United States	T	21,440	8,697	8,368	7.53	4.14	4.72	- 3.78
Belgium	T	7,333	7,103	6,961	2.58	3.39	3.93	- 2.01
Brazil	T	6,080	4,352	4,495	2.14	2.07	2.54	3.30
Austria	T	4,857	3,939	3,790	1.71	1.88	2.14	- 3.78

Source: Global Trade Atlas (GTA)

Table 2: Italy's leading kiwifruit imports (January-July 2018)

Partner Country	Unit	Quantity	% Share	% Change
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		2016	2017	2018	2016	2017	2018	2018/2017
World	T	22,060	23,698	24,460	100.00	100.00	100.00	3.21
Chile	T	8,460	9,374	9,849	38.35	39.56	40.27	5.06
New Zealand	T	5,860	5,191	7,158	26.56	21.91	29.27	37.89
Belgium	T	1,555	2,899	2,199	7.05	12.23	8.99	- 24.14
Greece	T	2,006	2,195	1,840	9.09	9.26	7.52	- 16.18
Netherlands	T	464	987	1,036	2.10	4.16	4.24	5.02
Spain	T	1,434	511	721	6.50	2.16	2.95	41.06
Germany	T	1,729	1,143	488	7.84	4.83	2.00	- 57.32
Iran	T	-	-	425	0.00	0.00	1.74	0.00
Argentina	T	164	436	294	0.74	1.84	1.20	- 32.70
Turkey	T	-	-	260	0.00	0.00	1.06	0.00

Source: GTA

Abbreviations and definitions used in this report

Ha: Hectare - 1 ha = 2.471 acres

MT: Metric Ton - 1MT = 1,000 kg

MY: Marketing Year

Kiwifruit: December/November

Harmonized System (HS) Codes

Kiwifruit: 081050