

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Stone Fruit Annual 2014

Report Categories:

Stone Fruit

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Report Highlights:

Italy is the largest peach and nectarine producer in the EU-28 and ranks second in the world after China. Italy's MY2014/15 peach and nectarine production is preliminarily forecast to stay flat. Italy is a major peach and nectarine exporter, mainly within the EU-28. In 2013, Italy exported 370,427 MT of peaches and nectarines, mostly to Germany (149,315 MT).

ITALY

I. PEACHES AND NECTARINES

Table 1: Production, Supply, and Demand (MT)

Peaches & Nectarines	2012	2013	2014
	Estimates 2012/2013	Estimates 2013/2014	Forecast 2014/2015
	Post Data	Post Data	Post Data
Area Planted	71,012	68,583	68,580
Area Harvested	66,239	64,676	64,675
Production	1,623,900	1,483,578	1,505,097
Imports	67,866	59,862	60,000
Total Supply	1,691,766	1,543,440	1,565,097
Exports	348,677	370,427	370,000
Fresh Dom. Consumption	1,248,989	1,093,915	1,117,670
For Processing	94,100	79,098	77,427
Losses & Withdraws	0	0	0
Total Distribution	1,691,766	1,543,440	1,565,097

Sources: Istat (Italian Institute of Statistics); CSO (Italy's Fresh Produce Service Centre);
GTA (Global Trade Atlas)

PRODUCTION

Italy is the largest peach and nectarine producer in the EU-28 and ranks second in the world after China. Stone fruit production plays a key role in the agricultural sector of several Italian regions, both in the North (especially in Emilia-Romagna and Piedmont) and in the South (Campania). The bulk of the Italian harvest occurs in June and July. Italy's MY2014/15 peach and nectarine production is preliminarily forecast to stay flat. Peach production is preliminarily forecast at 606,542 MT (605,908 MT in MY2013/14), while nectarine production is preliminarily forecast at 821,128 MT (798,572 MT in MY2013/14). The cling peach harvest is likely to stay flat at 77,427 MT (79,098 MT in MY2013/14). Fruit quality is forecast to be good.

Experts forecast a continuation in the downward trend in peach and nectarine acreage, which has fallen 20 percent from 2000 to 2010, but also expect that the phasing out of old cultivars and the phasing in of better performing ones in new plantations will result in volumes declining at slower rate than acreage.

CONSUMPTION

The majority of the Italian peaches and nectarines are consumed fresh. Italian consumers generally prefer large, sweet, and pulpy fruits, while the North European markets prefer smaller, slightly sour, and crunchy fruits. Apart from the difficult economic situation and the industry's concern for the increasing complexity of the destination markets, the crucial target is to encourage consumption for a product that is the main summer fruit.

TRADE

Italy is a major peach and nectarine exporter, mainly within the EU-28. In 2013, Italy exported 370,427 MT of peaches and nectarines, mostly to Germany (149,315 MT). In 2013, Italy imported 59,862 MT of peaches and nectarines, mainly from Spain (48,979 MT), France (6,246 MT), and Germany (2,777 MT).

On August 7, 2014, Russia issued a decree banning certain food products from the EU-28 Member States, the United States, Australia, Canada, and Norway. The ban came into force immediately and is expected to be in place for one year. The list of banned agricultural products is extensive and includes fruits, vegetables, beef, fish, poultry, pork, dairy products, nuts, prepared meats, and certain prepared products.

As reported by the CSO on September 4, 2014, the Russian ban has made the Italian industry consider the opportunity of new destinations for Italian produce. For peaches and nectarines, new potential markets could be represented by North Africa, Middle East, and Northern Europe.

II. OTHER STONE FRUITS

CHERRIES

Table 2: Production, Supply, and Demand (MT)

Cherries	2012	2013	2014
	Estimates 2012/2013	Estimates 2013/2014	Forecast 2014/2015
	Post Data	Post Data	Post Data
Area Planted	29,736	29,202	29,202
Area Harvested	28,484	28,467	28,467
Production	103,584	135,302	105,000
Imports	7,187	9,115	9,200

Total Supply	110,771	144,417	114,200
Exports	9,953	10,114	10,000
Fresh Dom. Consumption	95,639	127,538	99,018
For Processing	5,179	6,765	5,182
Losses & Withdraws	0	0	0
Total Distribution	110,771	144,417	114,200

Sources: CSO; GTA

PRODUCTION

Italy's MY2014/15 cherries production is preliminarily forecast at 105,000 MT. Southern Italy, which accounts for two thirds of the national cherry production, has registered a production drop of 50 percent, because of severe hailstorms during the harvest. On the contrary, Northern Italy's cherry crop has benefitted from the early start of the campaign that is still in progress. Turi (Apulia), Vignola (Emilia-Romagna), Verona (Veneto), and Cuneo (Piedmont) are the main cherry producing areas.

TRADE

In 2013, Italy exported 10,114 MT of cherries, mainly to Germany (4,020 MT). In 2013, Italy imported 9,115 MT of cherries, mainly from Spain (3,716 MT), Turkey (2,840 MT), and Germany (1,010 MT).

Abbreviations and definitions used in this report:

MY Marketing year: June/May

Peaches/nectarines: HS Code 080930

Cherries: HS Code 080920

MT Metric ton = 1,000 kg

Ha Hectare; 1 ha = 2.471 acres