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## Italy

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### Italian Kiwifruit Overview 2016

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Kiwifruit

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**Report Highlights:**

Italy remains the second largest kiwifruit producer in the world after China. According to the latest figures from the Italian Fresh Produce Service Centre (CSO), Italy's marketing year (MY) 2016/17 kiwifruit production is forecast at 450,583 metric tons (MT), 19 percent lower than the previous abundant campaign (554,796 MT), but 1 percent more than the average production between 2012 and 2014.

## Italian Kiwifruit Overview

Italy remains the second largest kiwifruit producer in the world after China. Lazio, Piemonte, Emilia Romagna, and Veneto are the main kiwi-producing areas, accounting for approximately 30, 20, 16, and 15 percent of national production, respectively. *Hayward* is the chief cultivar, followed by increasing yellow varieties (*Zespri – G3, Jin Tao, Soreli, SummerKiwi, Dori’, and Zespri – Hort 16A*). According to the latest figures from the Italian Fresh Produce Service Centre (CSO), Italy’s marketing year (MY) 2016/17 kiwifruit production is forecast at 450,583 metric tons (MT), 19 percent lower than the abundant previous campaign (554,796 MT), but 1 percent more than the average production between 2012 and 2014. Reductions are forecast in Lazio (-32 percent), Calabria (-30 percent), Emilia-Romagna (-14 percent), and Piemonte (- 9 percent). Quality is expected to be satisfactory. In MY 2016/17, Italy’s kiwifruit area is forecast to slightly grow by 1 percent from MY 2014/15. The expected area drop in Veneto (-18 percent) due to the brown marmorated stink bug (‘cimice asiatica’) is forecast to be offset by increases in Calabria (+15 percent) and Lazio (+5 percent) thanks to new investments in the sector. Kiwifruit area is expected to remain flat in Emilia Romagna and Piedmont.

**Table 1: Kiwifruit area (hectares) and production (metric tons)**

Kiwifruit	2014	2015	2016
	Estimates 2014/2015	Estimates 2015/2016	Forecast 2016/2017
	Post Data	Post Data	Post Data
Area Harvested	24,806	24,094	24,350
Production	474,578	554,796	450,583

Source: CSO (Italian Fresh Produce Service Centre)

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 MY 2014/15, Italy exported 335,712 MT of kiwifruit, mainly to Germany, Spain, France, and the United States, accounting for 16, 13, 8, and 7 percent of total exports, respectively. Exports registered a 32 percent surge in the first seven months of 2016 driven by the increased production in MY 2015/16. In MY 2014/15, Italy imported 45,334 MT of kiwifruit, mainly from Chile and New Zealand, accounting for 35 and 34 percent of total imports, respectively. Imports registered a 9.8 percent decrease in the first seven months of 2016, mostly due to reduced volumes from Chile (-29 percent) and New Zealand (-18 percent).

**Table 2: Italy’s leading kiwifruit exports**

Partner Country	Unit	2013		2014		2015	
		USD	Quantity	USD	Quantity	USD	Quantity
<b>World</b>	<b>T</b>	<b>489,899,001</b>	<b>330,888</b>	<b>600,546,386</b>	<b>348,686</b>	<b>474,881,675</b>	<b>335,712</b>
Germany	T	93,088,640	59,122	100,720,556	54,399	81,666,383	55,460
Spain	T	66,147,332	40,370	86,649,139	47,124	68,276,923	44,767
France	T	30,770,287	22,368	39,226,080	25,165	35,512,052	27,995
United States	T	30,399,763	20,937	42,051,583	25,307	31,108,672	22,575
Netherlands	T	25,631,817	15,769	30,937,400	16,007	25,110,026	16,022
China	T	11,314,452	5,137	28,903,872	12,308	20,114,146	8,126
Belgium	T	16,408,238	10,226	19,837,644	10,414	19,644,072	11,846
United Kingdom	T	18,831,201	13,864	22,269,885	14,420	17,989,170	14,930
Poland	T	19,800,466	20,134	20,846,007	17,436	12,756,838	15,463
Canada	T	11,891,523	8,227	14,360,872	8,980	12,480,934	9,698
Brazil	T	17,135,600	11,132	23,496,132	14,037	11,894,533	8,777
Taiwan	T	7,712,265	3,902	11,249,656	5,275	10,578,145	5,619
Australia	T	7,447,506	4,334	10,130,298	5,511	9,142,108	6,111
Switzerland	T	9,071,511	5,203	9,340,993	4,765	8,817,097	4,997
Austria	T	9,366,306	6,424	9,989,237	5,265	8,384,069	5,056

Source: Global Trade Atlas (GTA)

**Table 3: Italy's leading kiwifruit exports (January-July 2016)**

Partner Country	Unit	2014		2015		2016	
		USD	Quantity	USD	Quantity	USD	Quantity
<b>World</b>	<b>T</b>	<b>365,060,965</b>	<b>212,982</b>	<b>293,152,471</b>	<b>215,674</b>	<b>288,120,486</b>	<b>284,529</b>
Germany	T	73,264,094	39,869	58,430,032	42,523	58,248,768	50,963
Spain	T	55,427,163	30,919	47,317,302	32,254	43,135,445	36,682
United States	T	19,867,086	12,117	17,184,128	11,872	22,172,898	21,440
France	T	23,090,261	14,504	24,792,435	19,424	18,379,397	20,240
Netherlands	T	19,879,012	10,061	17,161,924	11,099	16,824,703	13,853
United Kingdom	T	16,288,899	10,206	14,219,447	11,727	12,237,282	13,888
Poland	T	16,459,310	12,815	10,395,462	11,515	11,634,417	18,615
Belgium	T	13,999,668	6,798	12,064,199	6,992	11,440,097	7,332
Canada	T	7,492,718	4,337	7,065,105	5,039	7,420,338	8,029
Brazil	T	8,094,595	4,760	7,521,613	5,136	6,201,130	6,080
Austria	T	7,359,186	3,771	6,512,958	3,953	5,781,568	4,857
Switzerland	T	6,548,258	3,308	6,268,163	3,669	5,305,872	3,629
United Arab Emirates	T	4,253,917	2,253	4,907,334	2,991	4,893,494	4,486
Saudi Arabia	T	4,582,199	2,444	3,773,888	2,434	4,772,654	4,557
Czech Republic	T	3,880,417	2,428	4,681,418	3,920	4,068,573	4,895

Source: GTA

**Table 4: Italy's leading kiwifruit imports**

Partner Country	Unit	2013		2014		2015	
		USD	Quantity	USD	Quantity	USD	Quantity
<b>World</b>	<b>T</b>	<b>65,413,693</b>	<b>44,846</b>	<b>63,920,126</b>	<b>37,619</b>	<b>62,531,478</b>	<b>45,334</b>
Chile	T	32,910,870	23,620	13,736,930	7,695	21,730,570	15,971
New Zealand	T	16,997,584	12,306	24,633,050	14,130	21,138,135	15,424
Belgium	T	8,472,477	3,787	7,957,436	2,811	7,085,267	3,347
Netherlands	T	2,457,775	1,497	5,246,801	2,099	3,788,352	2,333
Greece	T	1,914,801	1,801	5,602,779	7,091	3,390,656	4,628
Germany	T	627,963	369	2,175,152	1,223	2,713,729	1,871
Spain	T	1,070,798	538	2,522,515	862	1,644,588	910
France	T	460,426	491	973,891	415	368,040	217
Argentina	T	224,119	251	222,369	176	233,518	230
Bulgaria	T	17,110	21	630,668	853	103,469	186
Cyprus	T	31,069	49	111,108	211	99,100	111
Costa Rica	T	70,954	46	-	-	85,619	50
Austria	T	102,766	16	72,920	26	73,995	31
Malta	T	-	-	4,376	-	37,922	-
Iran	T	-	-	22,118	13	31,648	19

Source: GTA

**Table 5: Italy's leading kiwifruit imports (January-July 2016)**

Partner Country	Unit	2014		2015		2016	
		USD	Quantity	USD	Quantity	USD	Quantity
<b>World</b>	<b>T</b>	<b>32,748,954</b>	<b>17,313</b>	<b>34,561,120</b>	<b>24,381</b>	<b>31,709,456</b>	<b>22,002</b>
Chile	T	11,417,791	6,388	16,313,528	11,957	11,327,666	8,460
New Zealand	T	12,918,374	7,376	10,107,928	7,169	8,323,166	5,860
Belgium	T	4,581,783	1,613	2,694,643	1,192	4,199,611	1,555
Spain	T	856,352	333	724,063	389	3,311,138	1,376
Greece	T	21,070	24	770,560	916	1,729,336	2,006
Germany	T	725,667	454	1,608,219	1,171	1,504,920	1,729
Netherlands	T	1,749,500	847	1,725,878	1,114	707,114	464
France	T	304,038	154	128,308	76	192,928	167
Argentina	T	99,136	84	197,661	190	192,667	164
United Kingdom	T	-	-	-	-	55,103	117
Colombia	T	-	-	-	-	53,480	46
South Africa	T	-	-	-	-	48,792	25
Austria	T	45,988	17	55,062	25	31,471	7
Costa Rica	T	-	-	85,619	50	25,956	23
Poland	T	-	-	-	-	5,150	-

Source: GTA

**Abbreviations and definitions used in this report:**

Kiwifruit HS Code: 081050

Marketing Year: December/November

MT Metric ton = 1,000 kg

Ha hectare; 1 ha = 2.471 acres