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## **Italy**

**Post:** Rome

### **Italian Kiwifruit Overview 2017**

**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) 2017/18 kiwifruit production is estimated at approximately 370,000 metric tons (MT), 22 percent lower than the previous abundant campaign, mostly due to severe frosts in April that affected yields. Approximately 73 percent of national kiwifruit production is exported, 20 percent is consumed domestically, and 7 percent goes to the industry.

## Italian Kiwifruit Overview 2017

Italy is a world leading kiwifruit producer. Lazio, Piemonte, Emilia Romagna, Calabria, and Veneto are the main kiwi-producing areas, accounting for approximately 31, 18, 15, 11 and 10 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) 2017/18 kiwifruit production is estimated at approximately 370,000 metric tons (MT), 22 percent lower than the previous abundant campaign, mostly due to severe frosts in April that affected yields. Reductions are estimated in Veneto (-46 percent), Lazio (-38 percent), Piemonte (-29 percent), and Emilia-Romagna (-12 percent). Quality is expected to be excellent. In MY 2017/18, Italy's kiwifruit area (26,576 hectares) is expected to grow by 3.3 percent from MY 2016/17 thanks to new investments in the sector, especially for yellow varieties. The area decrease in Piemonte (-4 percent) due to *root asphyxia* is expected to be offset by increases in Calabria (+5 percent) and Campania (+5 percent). Kiwifruit area is expected to remain flat in Emilia Romagna and Veneto.

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 2016/17, Italy exported 334,906 MT of kiwifruit, 20 percent less than MY 2015/16, mostly due to reduced quantities to Germany (-16 percent), Spain (-24 percent), and the United States (-39 percent), the leading destinations accounting for 16, 11, and 7 percent of total exports, respectively. In MY 2016/17, Italy imported 64,439 MT of kiwifruit, 23 percent more than the previous year, mainly due to increased volumes from Greece (+82 percent) and Belgium (+61 percent), leading suppliers accounting for 36 and 11 percent of total imports, respectively.

**Table 1: Italy's leading kiwifruit exports**

Partner	Uni	2015	2016	2017
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Country	t	USD	Quantity	USD	Quantity	USD	Quantity
World	T	474,613,647	335,469	476,941,902	420,479	513,983,604	334,906
Germany	T	81,640,408	55,447	79,962,653	63,918	89,222,437	53,514
Spain	T	68,252,426	44,755	62,817,491	49,110	65,917,241	37,130
France	T	35,531,625	28,009	27,903,927	29,127	38,606,660	28,046
United States	T	31,083,209	22,552	42,864,572	38,216	36,868,093	23,280
Netherlands	T	25,095,751	16,013	22,238,040	17,893	25,432,058	15,818
Belgium	T	19,644,184	11,846	18,107,324	13,349	24,407,208	17,459
China	T	20,114,146	8,126	27,308,846	12,039	23,616,800	8,802
United Kingdom	T	17,995,268	14,932	15,528,332	17,289	19,214,800	15,212
Brazil	T	11,894,533	8,777	15,813,893	13,963	18,856,524	12,410
Poland	T	12,631,623	15,346	13,767,946	22,464	15,563,528	16,389
Taiwan	T	10,578,145	5,619	11,400,301	6,287	13,303,224	7,376
Canada	T	12,480,934	9,698	12,774,385	12,420	12,614,922	9,017
Saudi Arabia	T	6,566,513	4,432	8,784,690	7,728	9,905,992	6,029
Australia	T	9,142,108	6,111	10,213,581	7,482	9,871,820	5,923
Austria	T	8,384,320	5,057	7,809,244	6,245	8,632,511	5,011
Argentina	T	4,009,119	2,743	5,608,045	4,539	8,229,977	4,987
Switzerland	T	8,817,097	4,997	6,931,537	4,706	7,544,713	4,332
United Arab Emirates	T	7,760,869	4,902	7,734,474	6,587	6,061,888	3,638
Hong Kong	T	4,661,318	2,384	4,794,121	2,362	5,675,382	2,307

Source: Global Trade Atlas (GTA)

**Table 2: Italy's leading kiwifruit imports**

Partner Country	Unit	2015		2016		2017	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	62,477,707	45,278	66,986,431	52,495	104,726,567	64,439
Chile	T	21,730,570	15,971	16,892,686	12,802	22,914,446	12,960
Belgium	T	7,085,267	3,347	11,519,101	4,592	22,204,469	7,416
Greece	T	3,506,029	4,641	7,697,712	12,647	19,901,264	23,047
New Zealand	T	21,138,135	15,424	18,950,200	14,233	19,705,742	10,728
Spain	T	1,647,002	910	6,516,044	3,046	7,436,865	2,654
Netherlands	T	3,788,352	2,333	1,930,728	1,345	5,237,500	2,108
France	T	368,040	217	433,007	289	2,927,028	1,785
Germany	T	2,542,173	1,801	1,853,921	2,083	2,225,078	1,598
Bulgaria	T	103,469	186	306,628	549	702,550	860
Argentina	T	233,518	230	326,451	292	556,569	504
United Kingdom	T	-	-	91,477	140	382,920	319
Romania	T	-	-	37,874	42	242,787	278
Turkey	T	-	-	-	-	100,569	48
Austria	T	73,995	31	49,128	9	46,470	5
Cyprus	T	99,100	111	167,991	280	39,632	44
Switzerland	T	-	-	-	-	35,786	18
Slovenia	T	6,870	5	2,662	3	29,526	30
Poland	T	-	-	5,842	1	21,851	10
Iran	T	31,648	19	-	-	10,463	20

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