

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Italy

**Post:** Rome

### The Italian Kiwifruit Overview

**Report Categories:**

Kiwifruit

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**Report Highlights:**

Italy is a leading European kiwifruit producer as well as a top global supplier. According to the latest figures from the Italian Institute of Statistics, Italy's MY (Marketing Year) 2015/16 kiwifruit production is estimated at 598,559 Metric Tons (MT), an increase of 18 percent from 2014 thanks to favorable weather.

**General Information:  
The Italian Kiwifruit Overview**

Italy is a leading European kiwifruit producer as well as a top global supplier. According to the latest figures from the Italian Institute of Statistics, Italy's MY (Marketing Year) 2015/16 kiwifruit production is estimated at 598,559 Metric Tons (MT), an increase of 18 percent from 2014 thanks to favorable weather. Quality is expected to be very good. The Italian kiwifruit planted area registered a rise of 10 percent in 2015 than 2014 and is forecast to keep the upward trend in the years to come. Lazio, Piemonte, Emilia Romagna, and Veneto are Italy's leading kiwi-producing areas and *Hayward* is the most common variety planted. Approximately 80 percent of national kiwifruit production is exported. Kiwi's commercial calendar goes from November to May.

**Table 1: Kiwifruit Area (Hectares) and Production (Metric Tons)**

Geographical Area	MY 2015/16		
	Area Planted	Area Harvested	Production Harvested
North	13,670	13,064	287,230
Center	10,014	9,550	226,839
South	3,624	3,351	84,490
<b>ITALY</b>	<b>27,308</b>	<b>25,965</b>	<b>598,559</b>

Source: ISTAT - Italian Institute of Statistics

Italy exported 335,721 MT of kiwifruit in MY2014/15, mainly to Germany, Spain, France, and the United States, the leading destinations accounting for 16.5, 13.3, 8.3, and 6.7 percent of total exports, respectively. Italy imported 45,334 MT of kiwifruit in MY2014/15, mainly from Chile, New Zealand, and Greece, accounting for 35, 34, and 10 percent of total imports, respectively.

**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
United Arab Emirates	T	7,694,500	4,620	8,798,589	4,536	7,760,869	4,902

Source: Global Trade Atlas (GTA)

**Table 3: 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	0	0	85,619	50
Austria	T	102,766	16	72,920	26	73,995	31
Malta	T	0	0	4,376	0	37,922	0
Iran	T	0	0	22,118	13	31,648	19

Source: GTA

### Abbreviations and Definitions Used in this Report

HS Code: 081050

Ha hectare; 1 ha = 2.471 acres

MT Metric ton = 1,000 kg

Marketing Year: December/November

