

Italy Country Report

In our Country there are only 2 Cooperatives producing prunes: Cooperativa Modenese Essiccazione Frutta (more than 90% of the crop) and Ve.Ba. . Both Cooperatives are members of IPA.

In 2016 Italy had 350 bearing hectares and produced 1580 tons. There are also 140 hectares of orchards non-bearing. We expect the production in the next 5 years will increase to 2200-2500 tons.

Size and quality of 2016 crop was good (average 50/60). We believe we will easily sell all our production.

Total Italy domestic market has always been around 10 thousand tons. In the last year the consumption of prunes decline slightly due to increase of the prices on the shelves (+20%).

The effort my Coop always made in the past years was to underline the Italian origin of our prunes.

The Italian consumer appreciates the local origin and we were able to increase year after year our sales.

The Italian market likes only large fruits. Just as example we have from 2015 crop a stock of 200 tons of very small fruits (80/100) and, even promoting very low prices, we have problem selling them.