FOCUS ON IMPORT TENDS (OLIVE OIL AND OLIVE POMACE OIL) IN JAPAN AND INDIA

1. At the close of the 2011/12 crop year, olive oil imports by **JAPAN** totalled 45 571 t, showing an increase of 23 pc on the previous season. It is worth recalling that the IOC first carried out a campaign to promote olive oil consumption in Japan in 1991. *Chart I* traces import trends in this market between 1980 and 2012 and pinpoints the start of IOC promotional activities which, as can be seen, had a very significant impact. The drives by world exporters and local importers since then are also noteworthy. Japanese imports are itemised by country of origin in *Table 1*. These figures show that 95 pc of Japan's aggregate imports in 2011/12 came from European Union countries, led by Italy (51 pc of total), followed by Spain (43 pc) and Greece (1 pc). On further analysis, it emerges that Spain has increased its market share by 7 points from 36 pc in 2006/07 to 43 pc in 2011/12 while Italy has seen its market share narrow by 4 points from 55 pc to 51 pc in the same period. The remaining 5 pc of Japan's imports in 2011/12 were from non-EU countries, notably Turkey.

Country	2006/07		2007/08		2008/09		2009/10		2010/11		2011/12	
	t	%	t	%	t	%	t	%	t	%	t	%
Germany	1	0		0	0	0	0	0	1	0		0
Spain	11,435	36	12,012	40	13,291	40	17,328	41	14,873	40	19,502	43
France	107	0	597	2	62	0	50	0	53	0	57	0
Greece	331	1	377	1	445	1	492	1	449	1	505	1
Italy	17,645	55	15,345	50	17,196	52	21,897	51	19,788	53	23,267	51
Netherlands		0		0		0		0	8	0	32	0
Portugal	104	0	36	0	30	0	30	0	42	0	0	0
United Kingdom	20	0	22	0	7	0	18	0	7	0	12	0
		0		0		0		0		0		0
Tunisia	3	0	3	0	4	0	9	0	14	0	32	0
Argentina	34	0	60	0	48	0	102	0	87	0	111	0
Chile	3	0	5	0	4	0	13	0	28	0	61	0
Australia	48	0	52	0	28	0	33	0	33	0	63	0
United States	5	0	10	0	10	0	31	0	15	0	29	0
Peru		0		0		0		0		0	5	0
Israel	37	0	24	0	50	0	10	0	45	0	20	0
Turkey	2,153	7	1,785	6	2,041	6	2,506	6	2,049	5	1,841	4
Others	36	0	59	0	89	0	115	0	32	0	33	0
TOTAL	**31,961**	**100**	**30,388**	**100**	**33,306**	**100**	**42,634**	**100**	**37,522**	**100**	**45,571**	**100**

Table 1– Japan: olive oil imports by country of origin

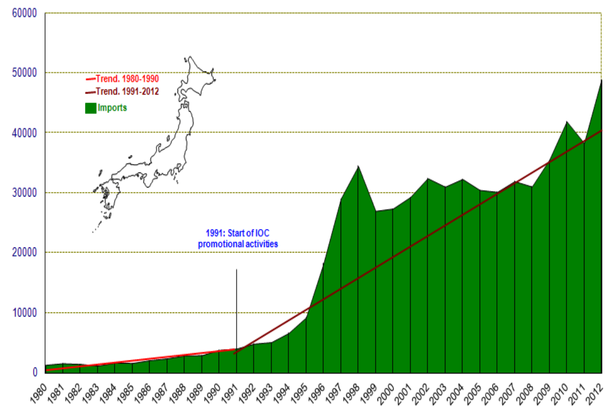


Chart I – Japan: imports of olive oil and olive pomace oil, 1980-2012

Imports by category of oil are plotted in *Chart II*. Imports of the virgin olive oil and olive oil categories were similar in volume terms over the first three crop years shown in the chart, but from 2005/06 imports of virgin olive oils moved ahead of the rest of the categories. By the 2011/12 crop year (*Chart III*), the virgin category (customs heading 150910) accounted for 67 pc of total volume imports, a further 28 pc was made up of the olive oil category (15 09 90) and 5 pc was olive pomace oil. In the first five months of the current 2012/13 crop year (October 2012–February 2013), Japanese imports recorded 25 pc growth on the same period a season earlier.

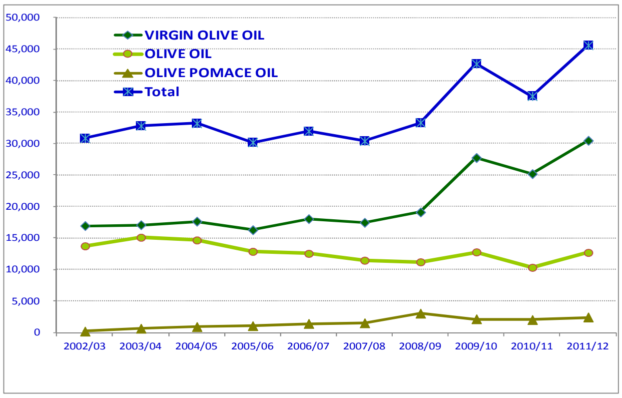


Chart II – Japan: trend of imports by category

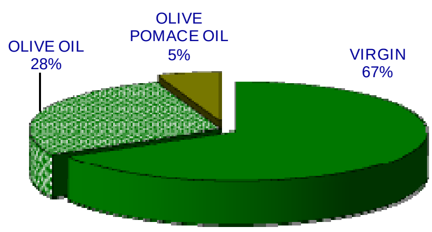


Chart III – Japan: % imports by category, 2011/12

2. Imports of olive oil into **INDIA** climbed by 74 pc in 2011/12, although the tonnage is still very small in volume terms (9 400.5 t). Spain and Italy are India's chief suppliers, with 92 pc of all its imports coming from the 27-Member EU (*Table 2*). A breakdown of imports by product category over the latest 10 crop years is given in *Chart IV*. As can be observed, the bulk of imported product belongs to the olive oil grade. In the recent 2011/12 crop year, the virgin category (customs heading 150910) accounted for 18 pc of imports. The grade known as olive oil (customs heading 150990) held at 73 pc share and the remaining 9 pc was of olive pomace oil (customs heading 151000). Through the first five months of the current 2012/13 crop year (October 2012 – February 2013), Indian imports grew by 48 pc on the same period of the previous season.

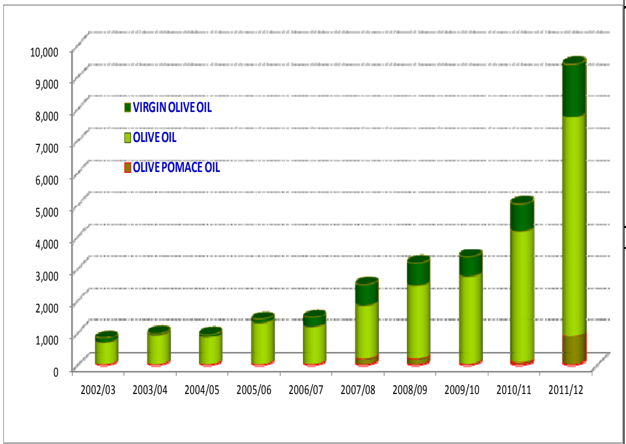


Chart IV – India: trend of imports by category

Source	2006/07		2007/08		2008/09		2009/10		2010/11		2011/12	
	t	%	t	%	t	%	t	%	t	%	t	%
Germany	4.1	0%	0.9	0%	2.9	0%	1.7	0%	38.5	1%	22.8	0%
Austria									16.0	0%	20.7	0%
Spain	796.9	54%	1,226.2	49%	1,409.0	53%	2,009.4	60%	2,556.3	47%	5,406.6	58%
France	0.5	0%	0.9	0%	3.2	0%	1.9	0%	2.6	0%	15.9	0%
Greece	2.1	0%	18.0	1%	18.1	1%	7.9	0%	28.5	1%	38.1	0%
Italy	552.1	37%	1,181.3	47%	1,092.0	41%	1,141.3	34%	2,108.0	39%	3,007.0	32%
Netherlands	0.5	0%	0.4	0%	0.2	0%			0.8	0%	6.7	0%
Portugal	20.5	1%					20.2	1%	29.3	1%	113.0	1%
United Kingdom	8.1	1%	9.4	0%	8.7	0%	2.8	0%	5.5	0%	16.2	0%
Sweden											29.9	0%
s/Total EU	**1,384.8**	**93%**	**2,437.1**	**97%**	**2,534.1**	**94%**	**3,185.2**	**94%**	**4,785.5**	**89%**	**8,676.9**	**92%**
SouthAfrica									30.0	1%		
Egypt									16.0	0%	19.5	0%
Morocco									22.1	0%		
Japan					0.1	0%			15.4	0%	23.0	0%
Israel					1.0	0%	0.1	0%				
Lebanon					2.8	0%						
Turkey	86.2	6%	42.6	2%	127.0	5%	171.3	5%	129.2	2%	175.3	2%
Siria									0.3	0%	56.9	1%
Argentina			16.0	1%								
United States	3.6	0%	2.1	0%	8.9	0%	3.4	0%	82.7	2%	108.6	1%
China	1.4	0%	0.2	0%					159.5	3%	173.2	2%
Others	9.8	1%	8.7	0%	9.8	0%	14.4	0%	151.9	3%	167.1	2%
TOTAL	**1,485.8**	**100%**	**2,506.7**	**100%**	**2,683.7**	**100%**	**3,374.4**	**100%**	**5,392.6**	**100%**	**9,400.5**	**100%**

Table 2 – India: olive oil imports by country of origin

I. WORLD MARKET FOR OLIVE OIL AND TABLE OLIVES

1. OLIVE OIL AT THE START OF 2012/13

Trade in olive oil and olive pomace oil expanded in the first five months of the 2012/13 crop year (October 2012–February 2013) in the import markets listed below, rising by 25 pc in Japan, 21 pc in Canada, 19 pc in China, 16 pc in Brazil, 12 pc in Russia, and 4 pc each in Australia and the United States. The EU data for January and February 2013 were not available at the time of publication, but the figures for the first three months of the crop year (October–December 2012) report an increase of 65.8 pc in extra-EU/27 imports and a decrease of 7 pc in intra-EU acquisitions versus the same period a season earlier.

Olive oil imports (including olive-pomace oils) (t)

No	Importing country	October 11	October 12	November 11	November 12	December 11	Decembre 12	January 12	January 13	February 12	February 13
1	Australia	2571.2	3521.0	3027.0	3858.0	1580.0	1506.0	3060.0	2227.0	2289.0	1905.0
2	Brazil	5247.0	9847.4	8866.7	8995.4	6004.8	6001.3	6414.7	5500.7	6453.8	7855.8
3	Canada	2925.7	4392.0	4080.0	3360.9	2979.7	2570.1	2471.5	4040.1	2263.6	3389.7
4	China	2364.0	2826.8	2901.2	4443.8	5638.7	4732.9	3897.1	6360.5	2063.1	1766.4
5	Japan	3085.0	4431.0	3064.0	4474.0	3392.0	3994.0	3597.0	4253.0	3519.0	3599.0
6	Russia	2477.2	3678.1	3435.1	3356.9	2789.5	2766.0	1728.7	1616.5	1909.2	2346.4
7	USA	20939.5	28507.0	29832.0	25118.0	23574.0	26505.0	27739.0	24571.0	17383.0	19018.8
8	Extra-EU/27	6122.0	14270.4	4982.0	10097.7	6254.7	4413.4	5174.4	nd	97659.0	nd
	Intra-EU/27	83267.6	91192.4	92717.7	73953.2	103378.2	93625.4	88265.9	nd	91766.1	nd
	Total	**128999.2**	**162666.1**	**152905.7**	**137657.9**	**155591.6**	**146114.1**	**142348.3**		**225305.8**	

1. TABLE OLIVES AT THE START OF 2012/13

As can be seen from the next table, table olive imports in the first five months of the 2012/13 crop year (October 2012–February 2013) rose by 18 pc in Canada, 14 pc in Australia, 10 pc each in Brazil and in Russia and remained stable in the United States. The EU data for January and February 2013 were not available when writing this newsletter. However, in the three months from October 2012 to January 2013, intra-EU/27 acquisitions increased by 3 pc whereas extra-EU/27 imports dropped by 1 pc compared with the same period the season before.

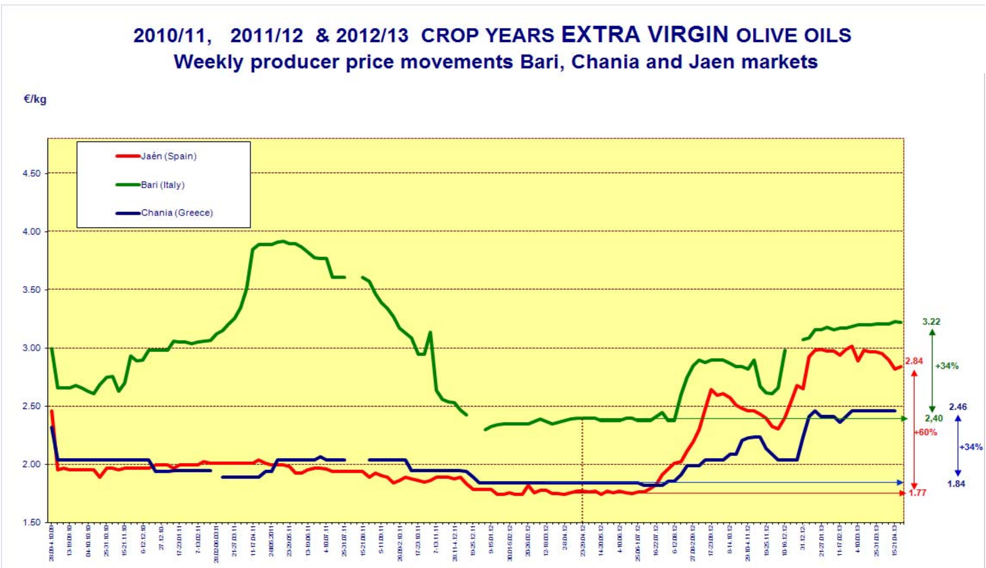
Table Olive Imports (t)

Nº	Importing country	October 11	October 12	November 11	November 12	December 11	December 12	January 12	January 13	February 12	February 13
1	Australia	1072.0	1330.0	1734.0	1858.0	1613.0	1821.0	1510.0	1597.0	1515.0	1906.0
2	Brazil	9746.1	12957.5	12350.8	11357.0	10340.0	10731.5	7069.0	7005.4	5554.5	7419.6
3	Canada	2953.7	2942.0	2577.0	2807.0	2024.0	2998.0	1755.0	2831.0	2020.0	1805.0
4	Russia	7707.0	9574.4	9949.0	9692.4	7889.0	6485.1	3001.9	5680.9	5430.6	5886.7
5	USA	10492.0	10404.0	10928.0	11100.0	9927.0	10050.0	10015.0	9317.0	8512.0	8969.5
6	Extra-EU/27	9240.2	9096.4	8571.5	8094.9	8318.6	8742.9	8224.4	nd	8302.9	nd
	Intra-EU/27	26663.6	28692.3	27978.6	28342.8	25353.6	25207.7	34645.1	nd	22558.3	nd
	Total	**67874.6**	**74996.6**	**74088.9**	**73252.1**	**65465.2**	**66036.2**	**66220.4**		**53893.3**	

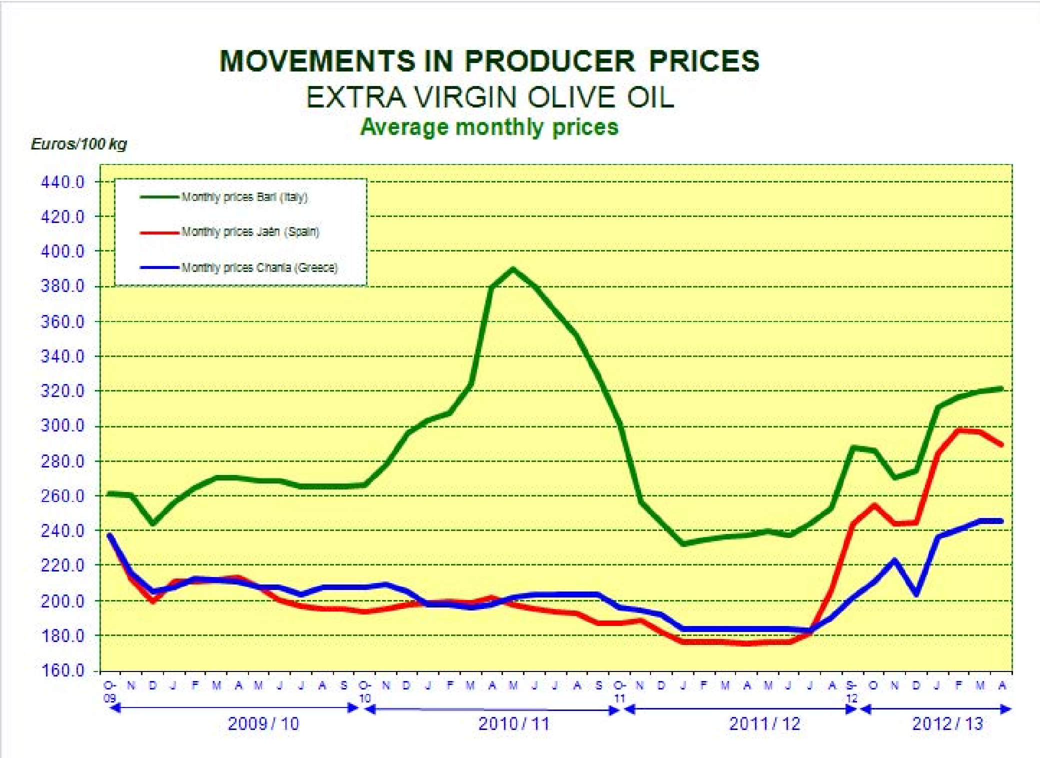
II. PRODUCER PRICE MOVEMENTS

Graphs 1 and 3 track the weekly movements in the prices paid to producers for extra virgin olive oil and refined olive oil in the top EU producing countries. The monthly price movements for the same two grades of oil are given in Graphs 2 and 4.

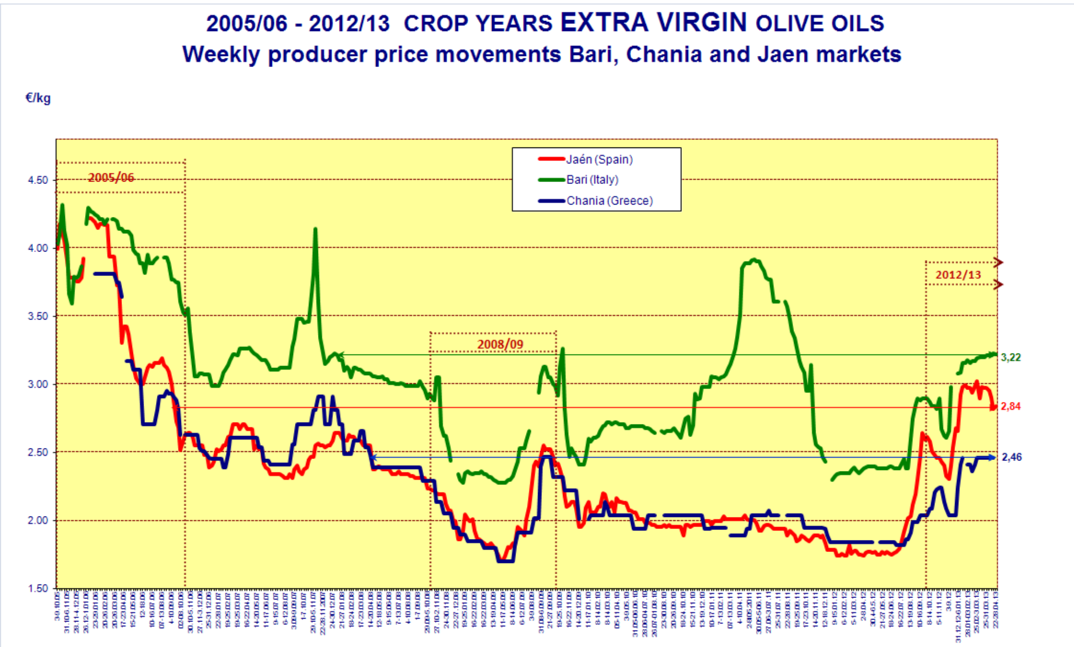
- **Extra virgin olive oil**: Prices in Spain started to climb sharply in late June 2012, reaching €2.64/kg by the third week of September. They then switched course in the second week of October, dropping until the second week of December when they moved back upwards until the second week of March, at which point they started to descend again. They now lie at €2.84/kg, thus showing 60 pc growth on year-ago prices and regaining the level of September 2006 (see Graph A). In Italy, they rose from €2.61/kg in the last week of November to €3.22/kg in the last week of April 2013, translating into 34 pc growth on the same period a season earlier (see Graph 1). In Greece prices went up from €2.04/kg to €2.46/kg between the last week of December 2012 and the last week of April 2013, equating with a 34 pc rise. In recent weeks prices in Italy and Greece have flattened.



Graph 1

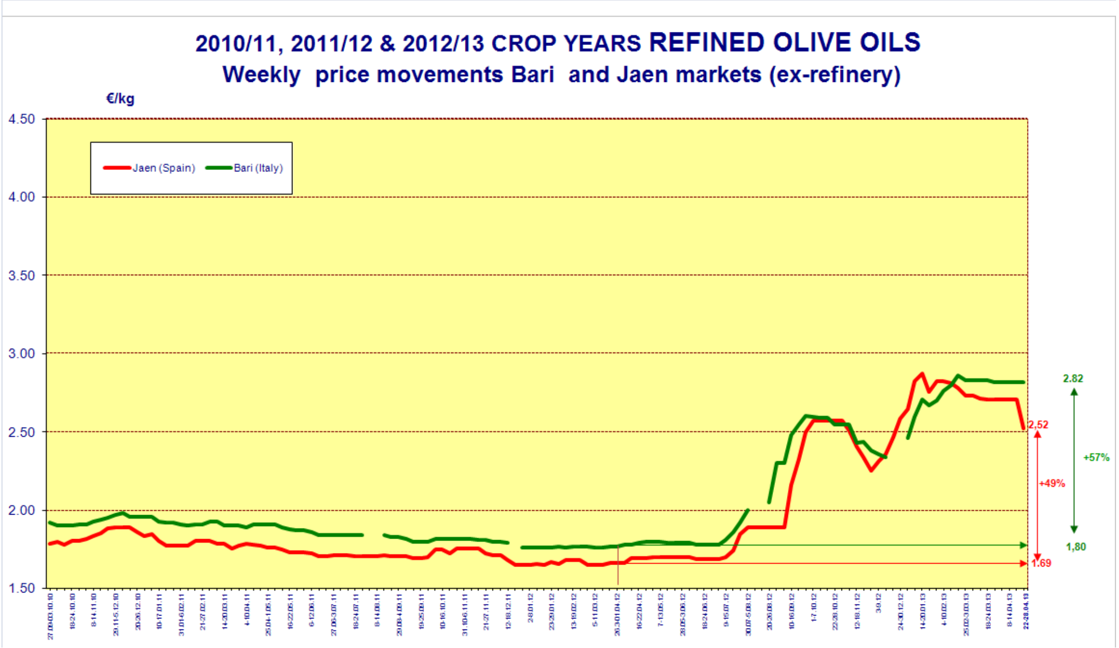


Graph 2

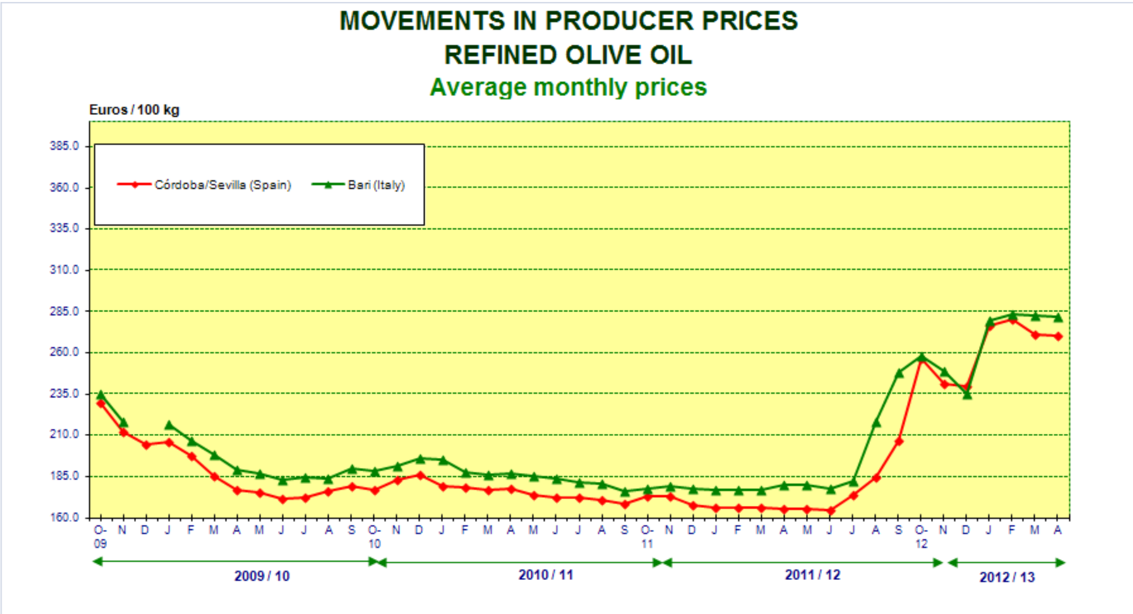


Graph A

- **Refined olive oil**: Prices also started to climb sharply in Spain and Italy as of the last week of July until late October when they dipped slightly. In early December they started to pick up again and prices in Spain moved ahead of those in Italy. Later, however, Spanish prices dropped slightly to €2.52/kg while they levelled off in Italy at around €2.82/kg, showing respective growth rates of 49 pc and 57 pc (Graph 3) versus the same period of the previous crop year. No data are available for Greece. The difference between the price of refined olive oil and extra virgin olive oil currently lies at around €0.32/kg in Spain and €0.40/kg in Italy.



Graph 3



Graph 4