

THE OLIVES MARKET FOR CONSUMPTION WORLDWIDE AND IN THE EUROPEAN UNION

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Abstract

The paper presents the evolution of the olives for consumption market in the world and in the European Union during 2000/1-2015/16. Table olives are an important source of food because they contain high-quality fats and provide significant intake of antioxidants, minerals, vitamins, etc. For the analysis of the olives market in the world and in the European Union a number of specific indicators such as production, consumption, import and export were used. The market-specific indicators analyzed in the paper posted significant increases in the 2015/16 season as compared to the 2000/1 season. This demonstrates the increase in human consumption of table olives, mainly due to the positive impact on global population health. Worldwide, the main olive-growing countries are also the main olive-exporting countries (European Union, Egypt, Turkey). At the level of the European Union, Spain, Greece and Portugal occupy the top positions in the production and export ranking. The statistical data that led to the analysis of this market were taken from the International Olive Oil Council.

Key words: import, export, table olives, market, production

INTRODUCTION

Archaeological discoveries in Italy, North Africa and Spain show that the olive tree was known since the 12-th millennium BC. The area of origin of wild olive is Asia Minor, where it grows in dense forests. The Phoenicians were the ones who spread it in the XVI-th century BC, first along the Greek islands, then in the mainland Greece. Here its cultivation has gained great importance, which is also underlined by the fact that in the IV-th century BC, Solon issued decrees that regulated the planting of olives.

In the Mediterranean Sea the olive tree reached in the VI-th century BC.[2]

Considered "eternally fruitful tree", the olive tree is an evergreen plant that is growing slowly, but it is very longevive and has great power of regeneration. It prefers mild winters, warm summers and calcareous soils, where the sea breeze reaches.[6]

The olive tree is cultivated for its fruit, which can be consumed as such or as extracted oil.

The fruit of the olive tree is a dice with low sugar content (2.6-6%), high oil content (12-30%), which varies according to the year and

the variety, and a bitter component.[2]

The main qualities of table olives refer to:

- size;
- form;
- pulp-kernel ratio;
- pulp texture;
- firmness;
- taste;
- oil and sugar content.

After the harvest (fruit maturity) and color, the olives are classified as follows:

-Green olives - the fruit is picked during the baking period when it has reached its normal size. After processing the color varies from green to pale yellow;

-Semi-baked olives - the fruits are harvested before the full maturity point is reached when the color changes. After processing, the color varies from red-green to brown;

-Raw olives - fruits are harvested when fully ripe. Once processed, their color is black-red, black-purple, black-green, black.[1]

Olives are an indelible food in the Mediterranean diet; they contain quality fats such as oleic acid, linoleic acid and alpha-linoleic acid. [4]

The consumption of olive provides an important contribution of antioxidants, minerals, phytosterols and vitamins, which help maintain the health of the body. [5]
The world's most widely consumed table

olives are: Manzanilla - Spanish olives, Kalamon, Halkidikis, Kalamata - Greek olives, Castelvetrano, Ceringnola - Italian olives, Picholine, Nyon and Niçoise - French olives.



Fig. 1. Types of table olives
a - Kalamata; b - Castelvetrano; c - Cerignola; d - Nyon; e – Niçoise

Kalamata - very well-known and appreciated, they are dark purple, with shiny skin and sometimes slightly wrinkled.

The shape is almost almond-shaped. They are preserved in red wine, red wine vinegar and/or olive oil and have a special taste of fruit.

Castelvetrano - they come from Sicily, the Nocerella del Belice variety and are ubiquitous in snacks. The colour is dark green, thick pulp and has a light flavour.

Cerignola - they are giant green olives grown in the Puglia region of Italy. Crisp and bland, can be filled with various food.

Nyon - small and black olives from southern France dried and ripened in brine, a bit bitter and served with Provence olive oil and flavoured herbs.

Niçoise - ingredients in French Riviera dishes or consumed alone, these olives have a herbal fragrance [3], (Fig. 1).

MATERIALS AND METHODS

To make a more realistic analysis of the world olives market and the European Union market, several indicators have been analyzed, such as the production of table olives worldwide and in the European Union; the consumption of table olives; the import and export of table olives. In order to accomplish the present work we have consulted specialized materials and used statistical data specific to the table olives worldwide and for the European Union.

The statistical data used in the paper was taken from the International Olive Oil Council. The analysis of relevant indicators for the olives market was based mainly on common statistical methods.

RESULTS AND DISCUSSIONS

The evolution of table olives production in the world and in the European Union during 2000/1 - 2015/16 is presented in Table 1. From the data presented, it is noticed that the production of table olives in the world and in the European Union had an oscillating evolution from one season to the next.

Worldwide, in the 2015/16 season there is a substantial increase in the production of table olives by 97.3% compared to the season 2000/1 (Fig. 2).

The world's largest table olives production was recorded in the 2013/14 season (2,660.5 thousand tons) and the lowest production was 1,343.00 thousand tons (2000/1).

The main olive producers worldwide are: the European Union, Egypt, Turkey, Algeria, Syria and Morocco. It is easy to see that the European Union is the first of the top olive growers.

In the 2015/1 season, 632.4% of world olive oil production was achieved.

In the European Union, olive production has varied from one period to the next.

Table 1. The evolution of table olives production in the world and in the European Union, between 2000/1-2015/16 (thousand tons)

Specification	2000/1	2001/2	2002/3	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2015/16 / 2000/1 (%)
World total	1,343.0	1,473.5	1,773.5	1,602.0	1,852.5	1,762.0	2,088.5	2,151.5	2,082.5	2,369.0	2,563.0	2,432.5	2,512.5	2,660.5	2,581.0	2,650.0	197.3
EU	576.50	764.50	644.50	759.00	739.50	623.50	714.50	720.50	677.00	675.00	828.50	741.00	780.50	794.00	868.00	860.00	149.1

Source: [2]; own calculations

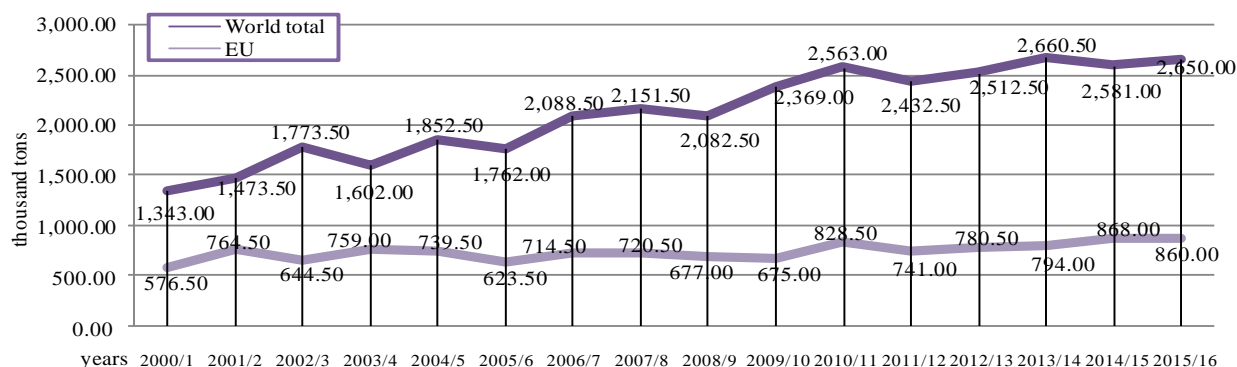


Fig. 2. Dynamics of table olives production

Source: [2]

In the 2015/16 season, the production of olives increased by 49.1% compared to the 2000/1 season. A maximum of olive production was registered in the 2014/15 season (868.00 thousand tons) and a minimum production was 576.50 thousand tons (2000/1). The main olive producers in the European Union are: Spain, Greece, Italy and Portugal. In the 2015/16 season, Spain achieved 69.9% of the EU production of olives.

The level of total consumption of olives in the world and in the European Union is shown in Table 2. Olive consumption is influenced by a number of factors, among which the most representative are: consumer preferences; age of consumers; health status; the price for the different categories of olives; consumer

income etc.

Worldwide, the consumption of olives in the 2015/16 season increased by 98.0% over the 2000/1 season. The world's largest consumption of olives was 2,581.5 thousand tonnes (2015/16) and the lowest was 1,303.50 thousand tonnes (2000/1) (Figure 3). The main consumers of olives worldwide are the European Union, Egypt, Turkey, Algeria, USA and Syria. The consumption of olives in the European Union accounts for 23.4% of total world consumption in the 2015/16 season.

It is important to recall that the main olive-growing countries (European Union, Egypt, Turkey) worldwide are also the main consumer states.

Table 2. The evolution of the total consumption of table olives in the world and in the European Union, between 2000/1-2015/16 (thousand tons)

Specification	2000/1	2001/2	2002/3	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2015/16 / 2000/1 (%)
World total	1,303.5	1,382.5	1,728.0	1,670.0	1,831.5	1,829.0	2,079.0	2,130.5	2,110.0	2,199.0	2,466.0	2,552.0	2,522.5	2,493.5	2,480.0	2,581.5	198.0
EU	461.00	525.00	538.50	572.50	548.00	564.50	628.00	577.00	549.00	510.00	592.00	664.50	589.00	530.50	542.00	605.00	131.2

Source: [2]; own calculations

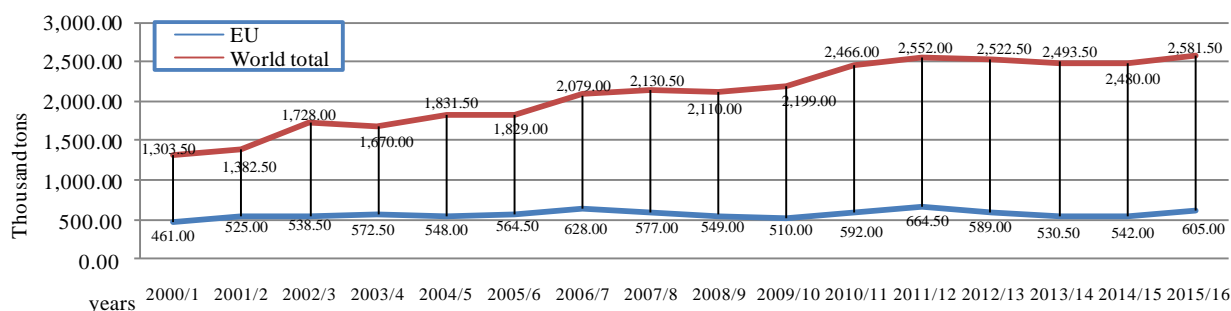


Fig. 3. Dynamics of table olives consumption
Source: [2]

For the European Union, the highest consumption of olives was recorded in 2011/12 season (664.50 thousand tons), and the lowest consumption was 461.00 thousand tons (2000/1). In the 2015/16 season, at the European Union level, the consumption of olives increased by 31.2% compared to the 2000/1 season. The main consumers of olives in the European Union are Spain, Italy, Germany and France. In the 2015/16 season, Spain consumed 31.0% of the total consumption registered in the European

Union. At the level of the European Union, Spain and Italy remain at the forefront of both production and consumption.

Quantitative imports of olives worldwide and in the European Union in the period 2000/1-2015/16 are presented in Table 3. Quantitative imports of olives both worldwide and at European Union level have registered different evolutions from one season to another. Worldwide, in the 2015/16 season, imports of olives grew by 74.0% compared to the 2000/1 season.

Table 3. The evolution of olives imports globally and at the European Union level, between 2000/1-2015/16 (thousand tons)

Specification	2000/1	2001/2	2002/3	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2015/16 / 2000/1 (%)
World total	358.0	400.0	449.5	441.0	480.0	495.0	522.0	582.5	546.0	628.5	594.0	647.5	645.5	667.5	609.0	623.0	174.0
EU*	56.5	58.0	73.0	70.5	79.0	83.5	104.5	115.0	96.5	101.0	114.0	98.5	82.0	93.0	93.0	114.0	201.7

Source: [2]; own calculations

*without intra-Community trade

From the data presented, it can be noticed that the largest imports of olives registered in the world were 667.5 thousand tons (2013/14)

(Fig. 4). On the opposite side, the smallest imports were 358.00 thousand tons (2000/1).

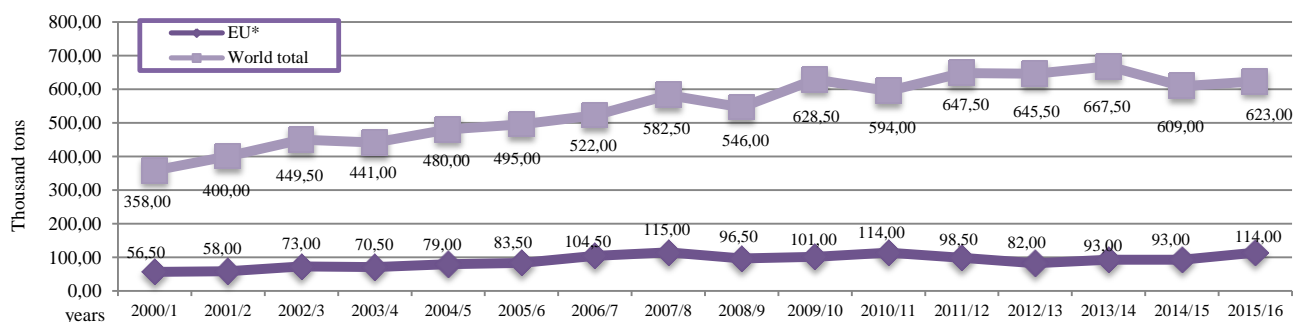


Fig. 4. Import dynamics for table olives
Source: [2], *without intra-Community trade

The main importers of olive worldwide are: USA, European Union and Brazil. Noteworthy that in the 2015/16 season, USA accounted for 24.72% of total imports of olives registered worldwide.

At European Union level, the largest quantity of imported olives was recorded in the 2007/8 season (115.00 thousand tons) and the smallest amount of olives was 56.50 thousand tons (2000/1). In the 2015/16 season, it can be seen from the data presented that at European Union level we witnessed a doubling of the imports of olives compared to the 2000/1 season. This shows the interest of European consumers in this food. The main olives in the European Union are: France, Romania, Belgium and Germany. From official statistical data, we found that France achieved

34.3% of total European Union olive oil imports, season 2015/16.

Quantitative exports of olives made globally and in the European Union in the period 2000/1-2015/16 are presented in Table 4. Worldwide, the largest quantity of exported olives was recorded in the 2011/12 season (699.50 thousand tons) and the lowest exported quantity was 364.00 thousand tons (2000/1) (figure 5). In the 2015/16 season, an increase in olives exports was recorded by 67.5% compared to the 2000/1 season. The main exporters of olives worldwide are: the European Union, Egypt, Morocco, Turkey and Argentina. The European Union accounted for 43.2% of total olives worldwide in the 2015/2016 season.

Table 4. The evolution of olives exports worldwide and at the European Union level between 2000/1-2015/16 (thousand tons)

Specification	2000/1	2001/2	2002/3	2003/4	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2015/16 / 2000/1 (%)
World total	364.0	421.5	460.5	462.0	480.0	503.0	598.0	606.5	584.5	693.0	659.0	699.5	670.0	638.0	604.0	610.0	167.5
EU*	205.5	214.0	229.0	208.5	237.0	254.0	261.0	248.0	239.0	300.0	290.5	298.0	270.0	283.5	315.0	263.5	128.2

Source: [2]; own calculations;

*without intra-Community trade

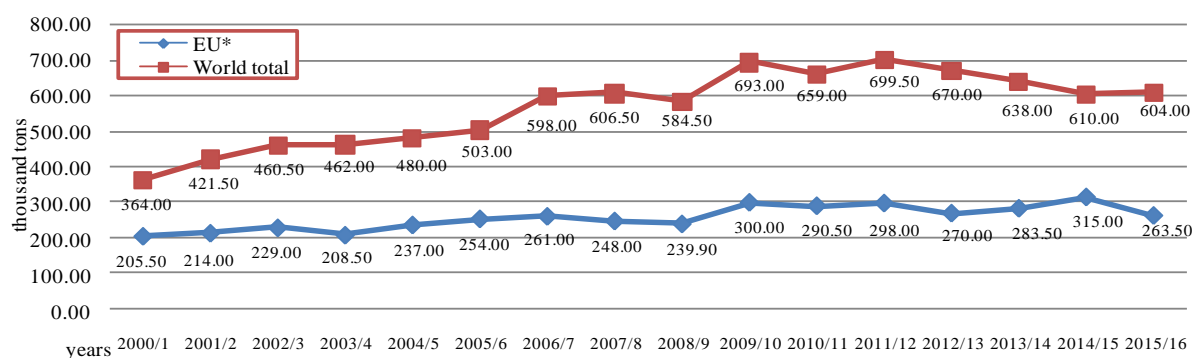


Fig. 5. Export dynamics for table olives

Source: [2]; *without intra-Community trade

The European Union exported the largest quantity of olives in the 2014/2015 season (315.00 thousand tons), and the lowest quantity exported was 205.50 thousand tons (2000/1). In the European Union, in the 2015/16 season, exports of olives increased by 28.2, compared to the 2000/1 season. The main exporters of olives in the European Union are: Spain, Greece and Portugal. Spain held 62.5% of total olive exports in the 2015/16.

CONCLUSIONS

Following the analysis worldwide and at the European Union level table olives market, between 2015/16-21/1, the following results:

- In the 2015/16 season there was an increase in mass olives production, with over 97% worldwide compared to the 2000/01 season;
- The world's largest growers of olives are: the European Union; Egypt; Turkey; Algeria, Syria and Morocco;

-868.00 thousand tons is the largest olives produced in the European Union in the 2014/15 season;

-In the 2015/16 season, the world's largest consumption of olives was of 2,581.5 thousand tons;

-The world's largest olive consumers are: the European Union, Egypt, Turkey, Algeria, the US and Syria;

-Spain consumed 31.0% of total European Union consumption of olives in the 2015/16 season;

-Quantitative imports of olives have experienced variations from one season to the next, both globally and at European Union level;

-Worldwide are the most representative olive growers are: USA, European Union and Brazil;

-At the European Union level, the main olive-importing countries are: France, Romania, Belgium and Germany;

-In the 2015/16 season, France accounted for 34.3% of total European Union imports of olives;

-In the 2011/12 season, the largest quantity of olives exported worldwide (699.50 thousand tons) was registered;

-The European Union accounted for 43.2% of the total quantity of olives exported globally in the 2015/2016 season;

-Spain, Greece and Portugal are the main exporters of olives in the European Union.

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