



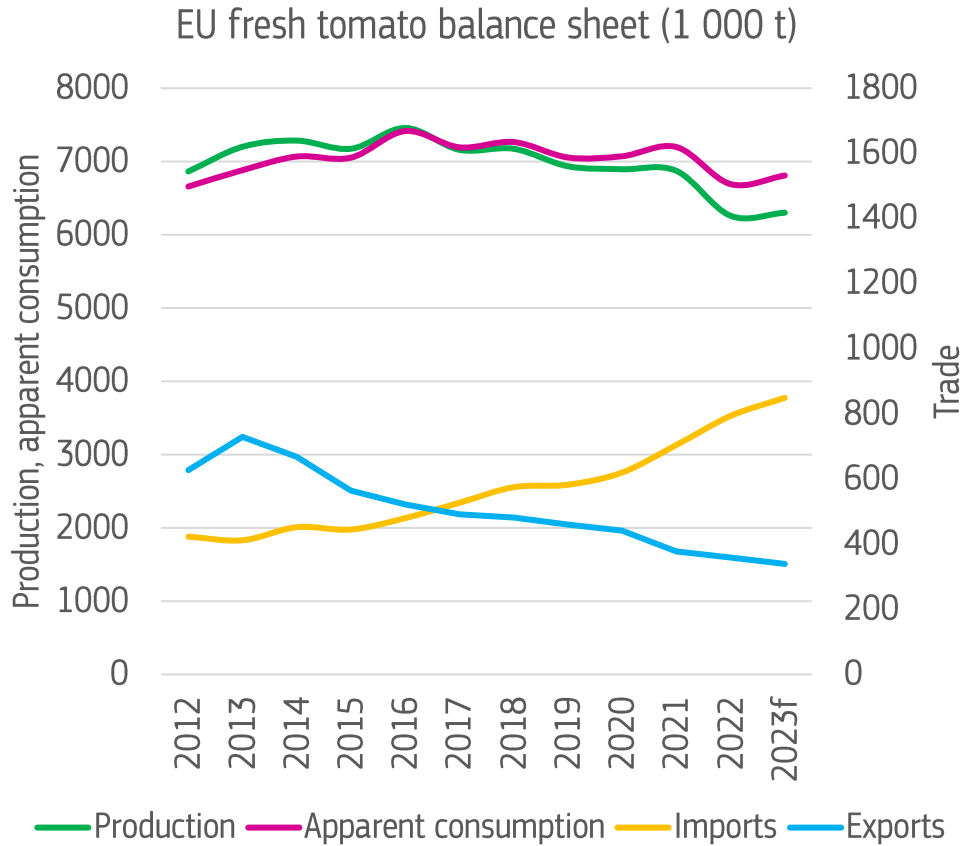
# SHORT AND MEDIUM-TERM OUTLOOK FOR TOMATOES

*Unit of Analysis and Outlook*



# What is Outlook?

## TOOL – BALANCE SHEET

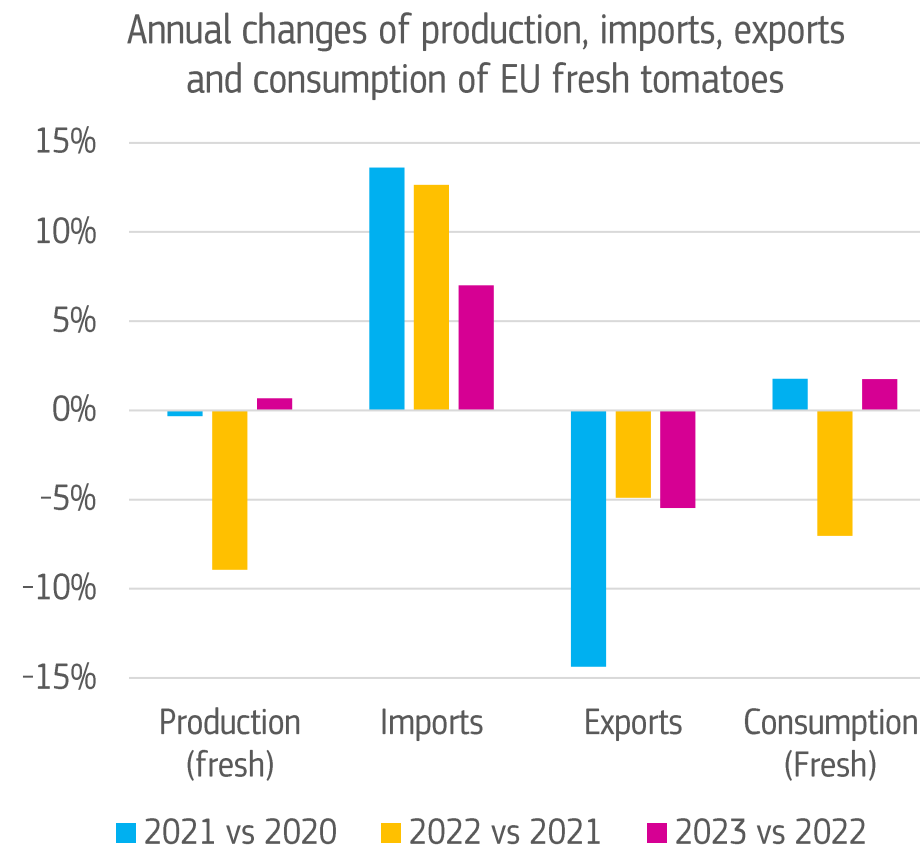
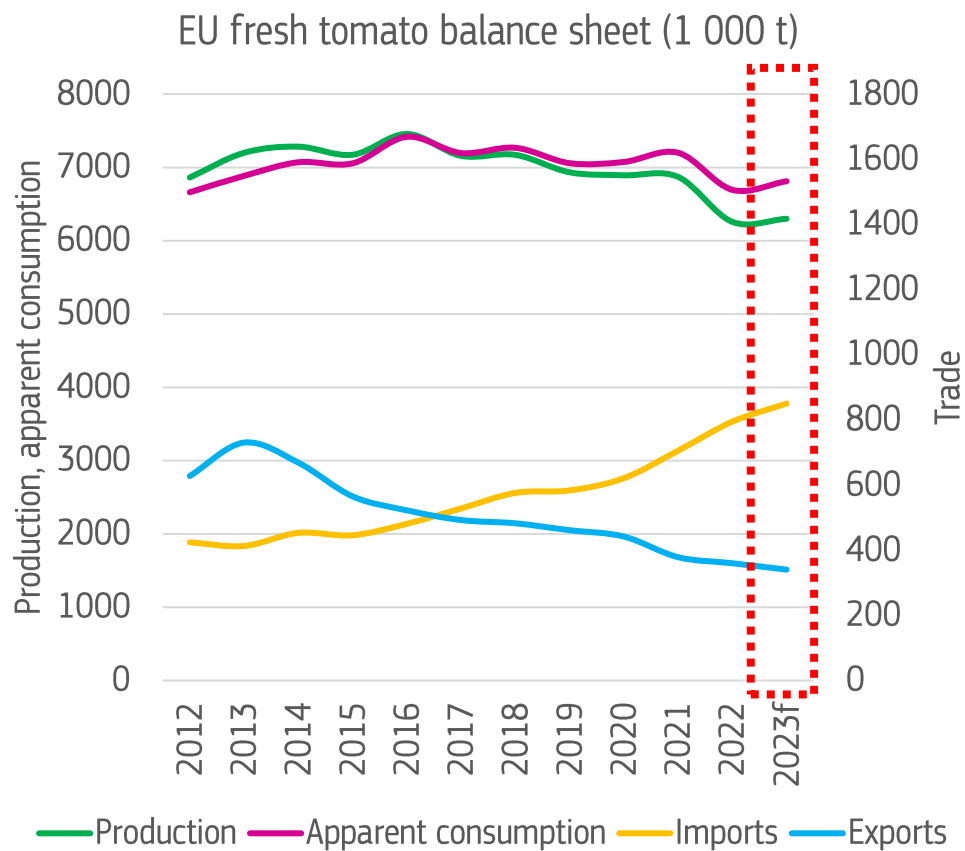


Source: DG Agriculture and Rural Development (STO)

## APPROACH

- **Short-term outlook (STO):**
  - Immediate future
  - Analysis of short-term events (geopolitical, weather, COVID, etc.)
- **Medium-term outlook (MTO):**
  - Longer-term time horizon (10+)
  - Analysis of trends (policy, society, innovation, etc.)

# FRESH TOMATO MARKET - STO



Source: DG Agriculture and Rural Development (STO)

# FRESH TOMATO MARKET - MTO

- **PRODUCTION:**

- What could be **drivers and breaks** for EU/Member State's fresh tomato production?
- Could it **stabilize, decline or increase**?
- How could **organic production** of fresh tomatoes change?

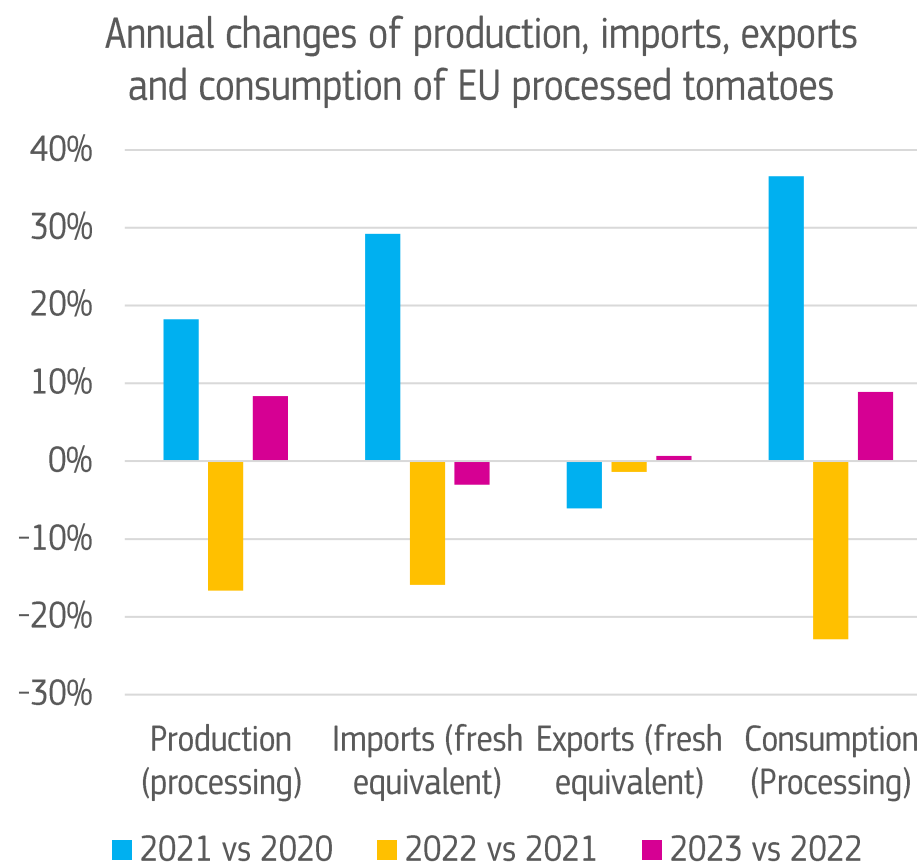
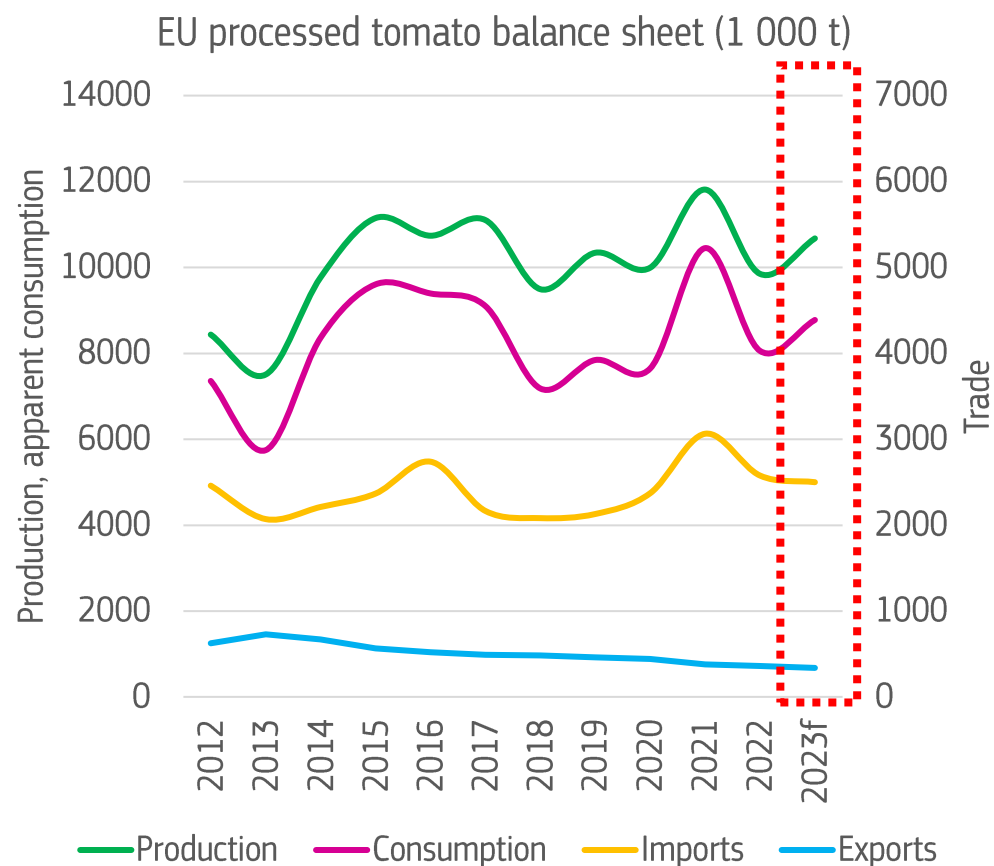
- **TRADE:**

- Could the current **speed of imports' growth/exports' decline** be sustained?
- What do you consider being main **opportunities/challenges** for EU imports/exports?

- **CONSUMPTION:**

- What could drive the EU/Member State's **consumption of fresh tomatoes up/down**?
- As a result, could per capita consumption **stabilize, decline or increase**?

# PROCESSED TOMATO MARKET - STO



Source: DG Agriculture and Rural Development (STO)



# PROCESSED TOMATO MARKET - MTO

- **PRODUCTION:**

- What could be **drivers and breaks** for EU/Member State's processed tomato production?
- Could it **stabilize, decline or increase**?
- How could **organic production** of processed tomatoes change?

- **TRADE:**

- Could the current **speed of exports' decline** be sustained?
- Could EU **imports continue growing** (on average)?
- What do you consider being main **opportunities/challenges** for EU imports/exports?

- **CONSUMPTION:**

- What could drive the EU/Member State's **consumption of processed tomatoes up/down**?
- As a result, could per capita consumption **stabilize, decline or increase**?



An aerial photograph of a rural landscape. On the left, a lush green field contains several cows of various colors (black, white, brown, and orange). In the center, a dense grid of young green trees is planted in rows. To the right of the trees is a large, golden-brown field. A dark, winding path or stream runs along the edge of the golden field. The sky is a deep blue.

# THANK YOU

#AgriOutlook