



The 2017 EU Agricultural Outlook conference

EU outlook for wine, olive, and fruit and vegetables markets

Brussels 18 -19 December 2017

#AgriOutlook

Agriculture
and Rural
Development

We hear

Global Strategy on Diet, Physical Activity and Health

Promoting fruit and vegetable consumption around the world

A recently published WHO/FAO report recommends a minimum of 400g of fruit and vegetables per day (excluding potatoes and other starchy tubers) for the prevention of chronic diseases such as heart disease, cancer, diabetes and obesity, as well as for the prevention and alleviation of several micronutrient deficiencies, especially in less developed countries.



Exclusive Olive Oil Consumption Protects Against Coronary Artery Disease

Studies show some promising results for a protective effect against coronary artery disease with exclusive olive oil consumption.

By JEDHA DENING on February 16, 2016
Filed in Health

711 SHARES 4.4k VIEWS



NEWS

Health

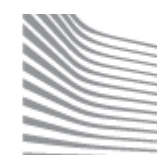
Fruit and veg: For a longer life eat 10-a-day

By James Gallagher
Health and science reporter, BBC News

23 February 2017



Eating loads of fruit and vegetables - 10 portions a day - may give us longer lives, say researchers.

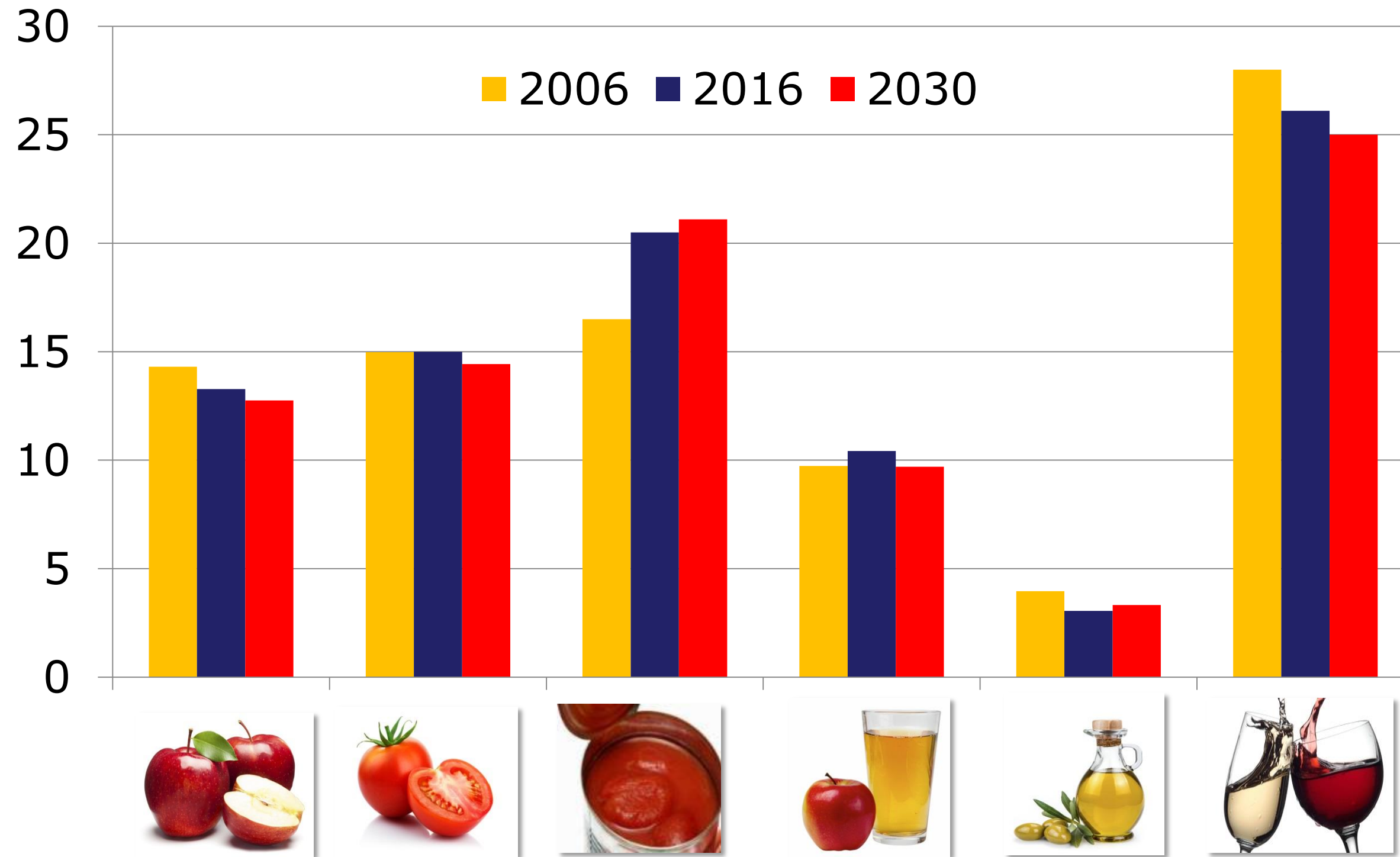


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We buy, considering...

Per capita consumption of selected vegetable products (kg or l)



Health concerns

Price

Taste

Changes in lifestyle

Quality

Origin

Environmental concerns



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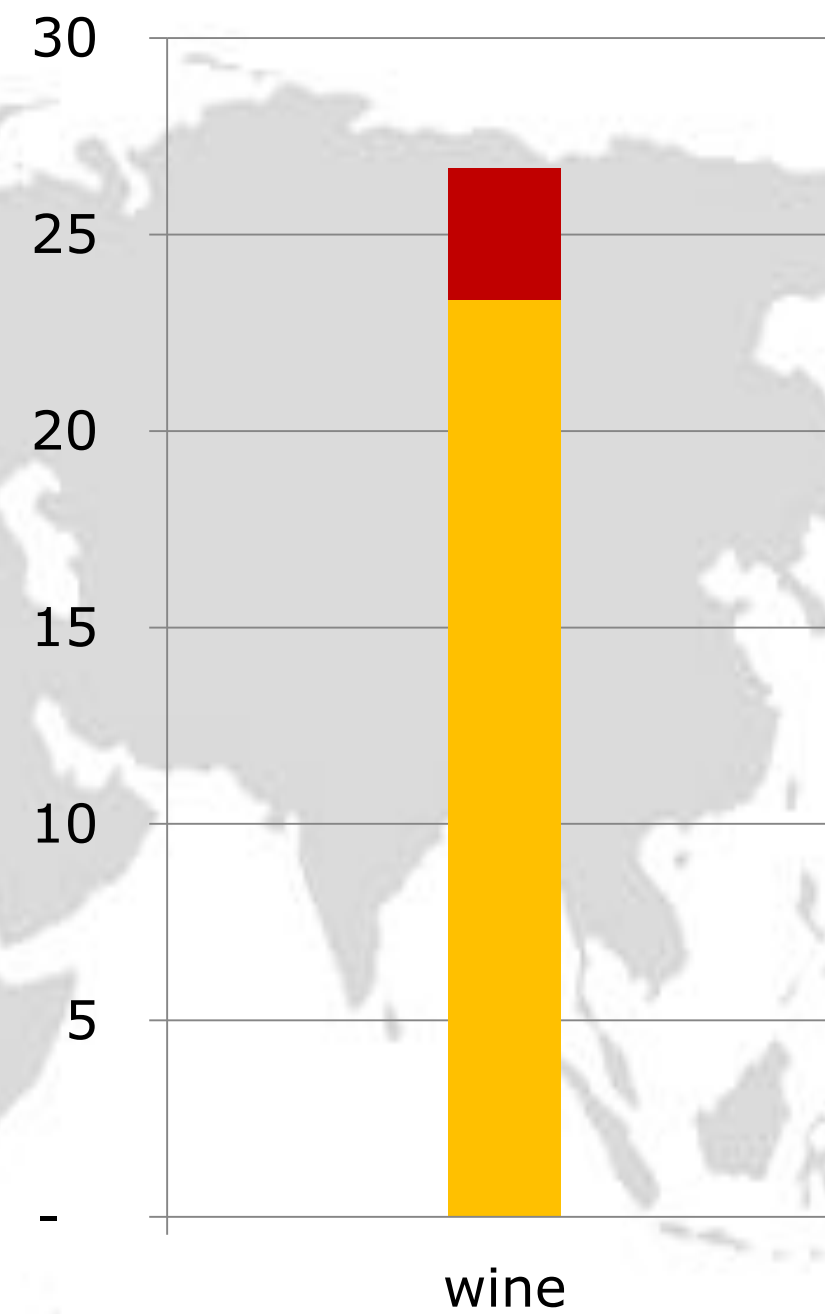
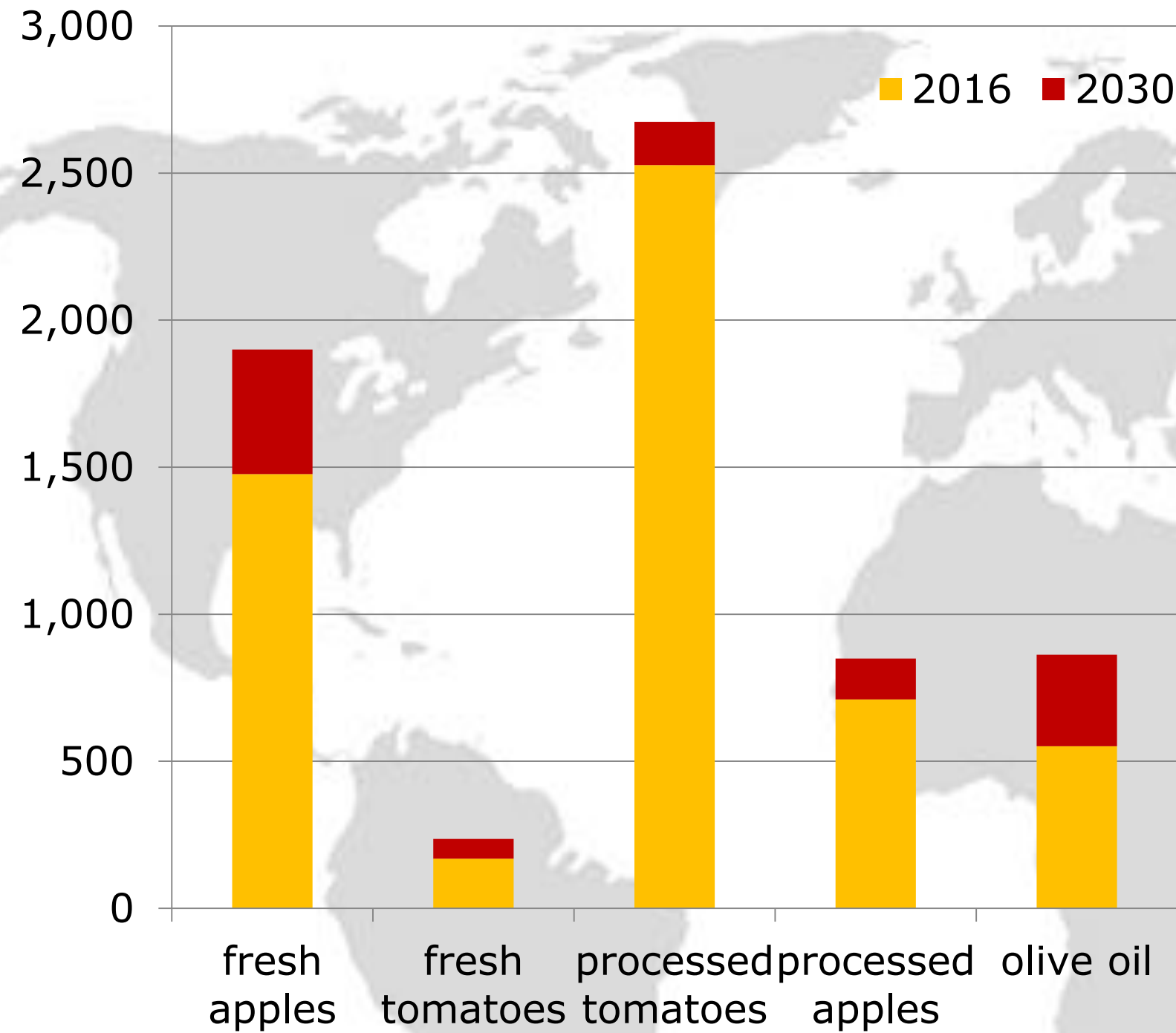
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Growing world import demand

1 000 t

EU export

million hl

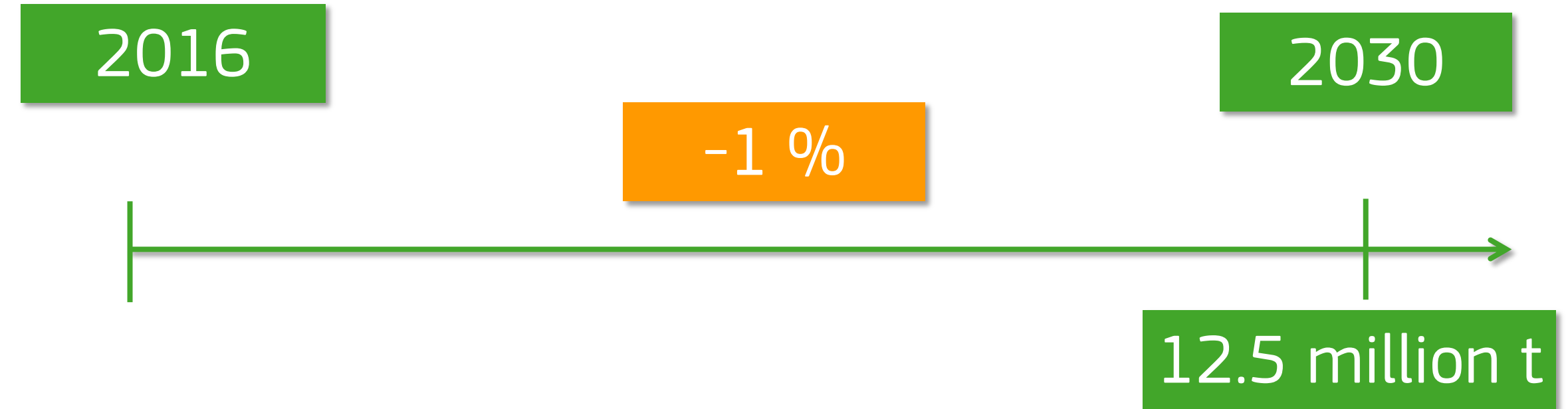


- **Population growth**
- **Income increase**
- **Lifestyle**
- **Quality products**



Stable apple production in the EU

higher yields and a reduction in area



Modernisation of the sector:

- Grubbing up of old orchards
- New plantings and new varieties
- New production systems

Improved disease resistance and pest management

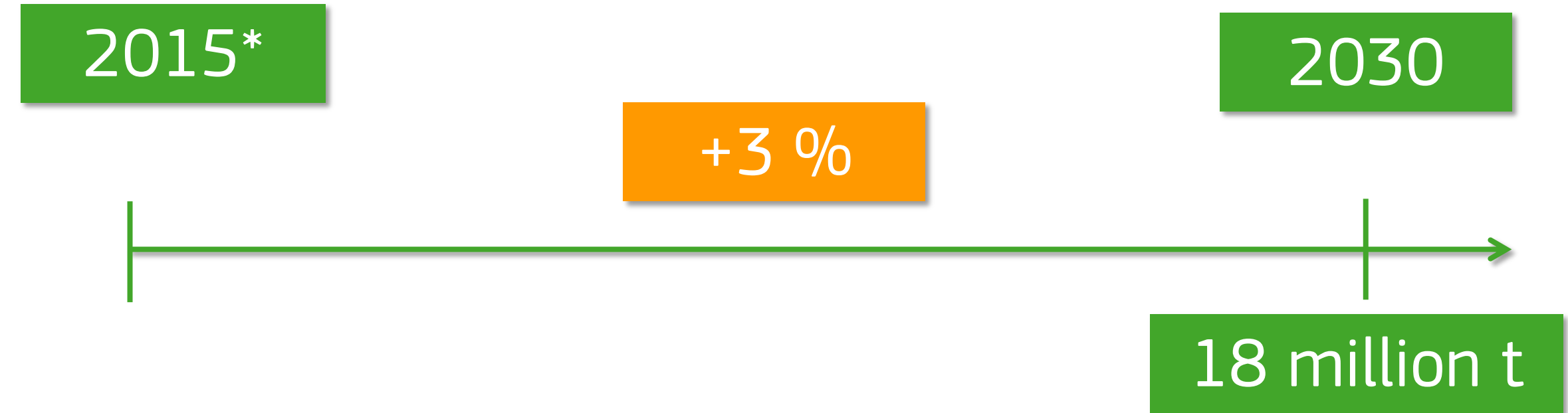


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Slightly growing production thanks to increasing yields

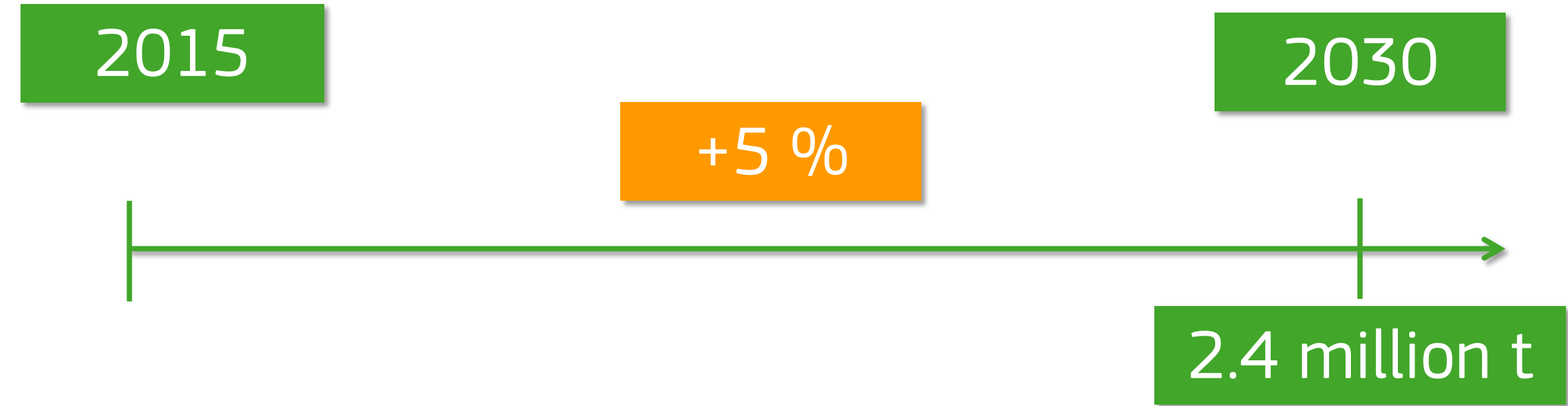


- Yield growth through extension of production seasons
- Intensified production
- Increase in value added

*Given the high variability of production, projections are compared to the 2014-2016 average



Sustained growth in olive oil production through further structural changes



- Yield growth
 - through increase of irrigated areas extension of production areas
- Quality production
- Water use availability



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Slightly higher wine production with increased focus on quality



- Grubbing up of old vineyards
- Partial replaced with new plantings
- Adaptation to climate change
- Irrigation



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