FRUIT AND VEGETABLES, WINE AND OLIVE OIL

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The 2020 EU Agricultural Outlook Conference
NEXT GENERATION *EU AGRICULTURE*
from the Covid-19 crisis to green recovery

Changes in consumer preferences

Health

- Increased Health Awareness
- Nutritional values
- Food safety

Environmental Concerns

- Organic production
- Carbon footprint
- Packaging methods

Consumer

Consumption habits

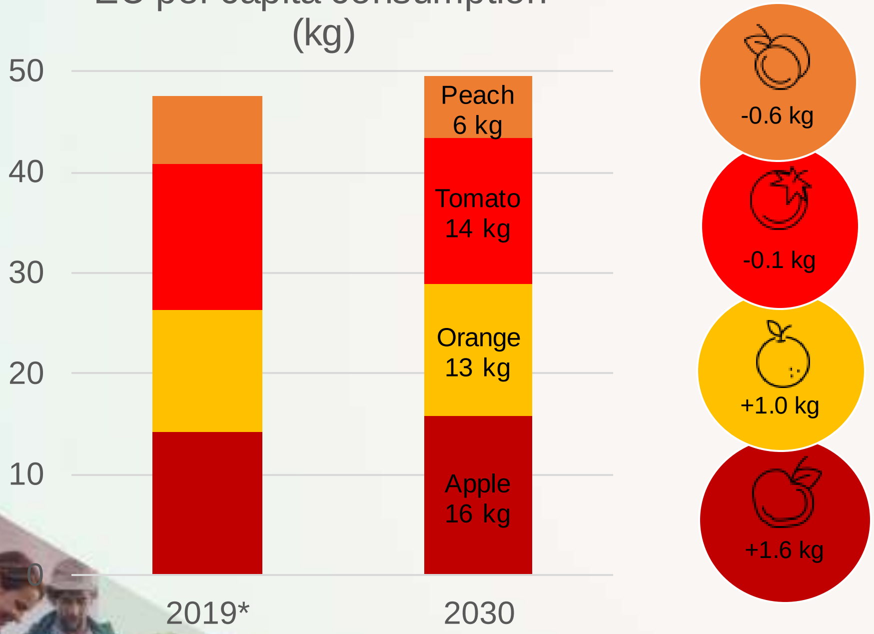
- Change of lifestyle
- Convenience food
- Home cooking
- Snacking

Shopping packaging

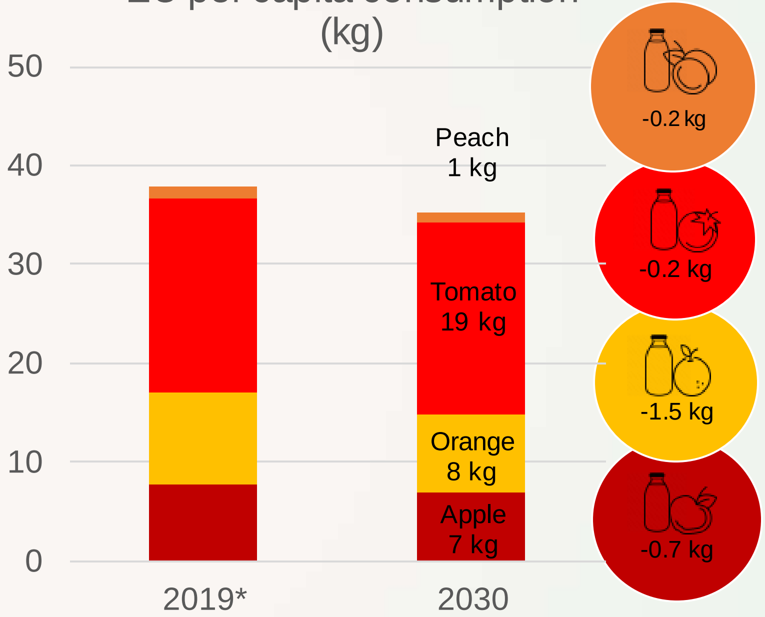
- Direct Sales
- E-commerce

Increase of fresh F&V consumption while processed products go down

Fresh Fruits & Vegetables
EU per capita consumption
(kg)



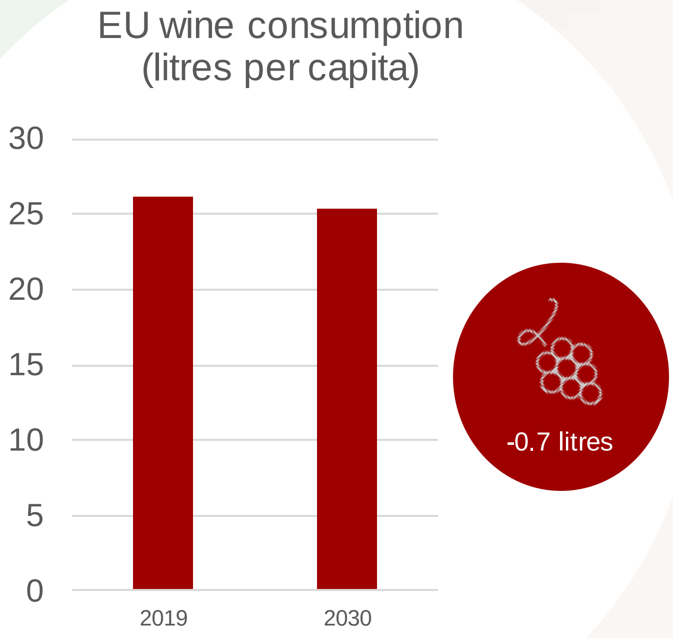
Processed Fruits & Vegetables
EU per capita consumption
(kg)

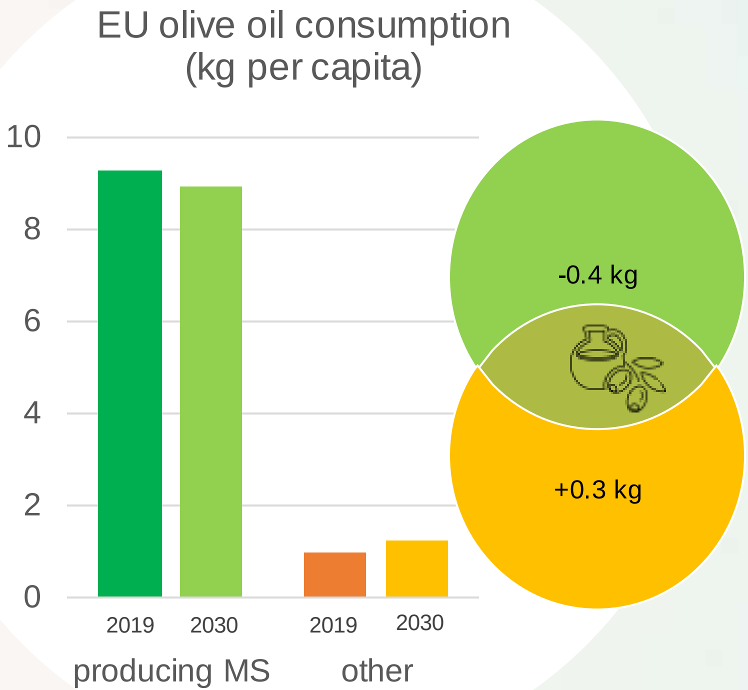


*Given the high variability of production, projections are compared to the 5-year trimmed average

European Commission

Declining wine and stable olive oil consumption





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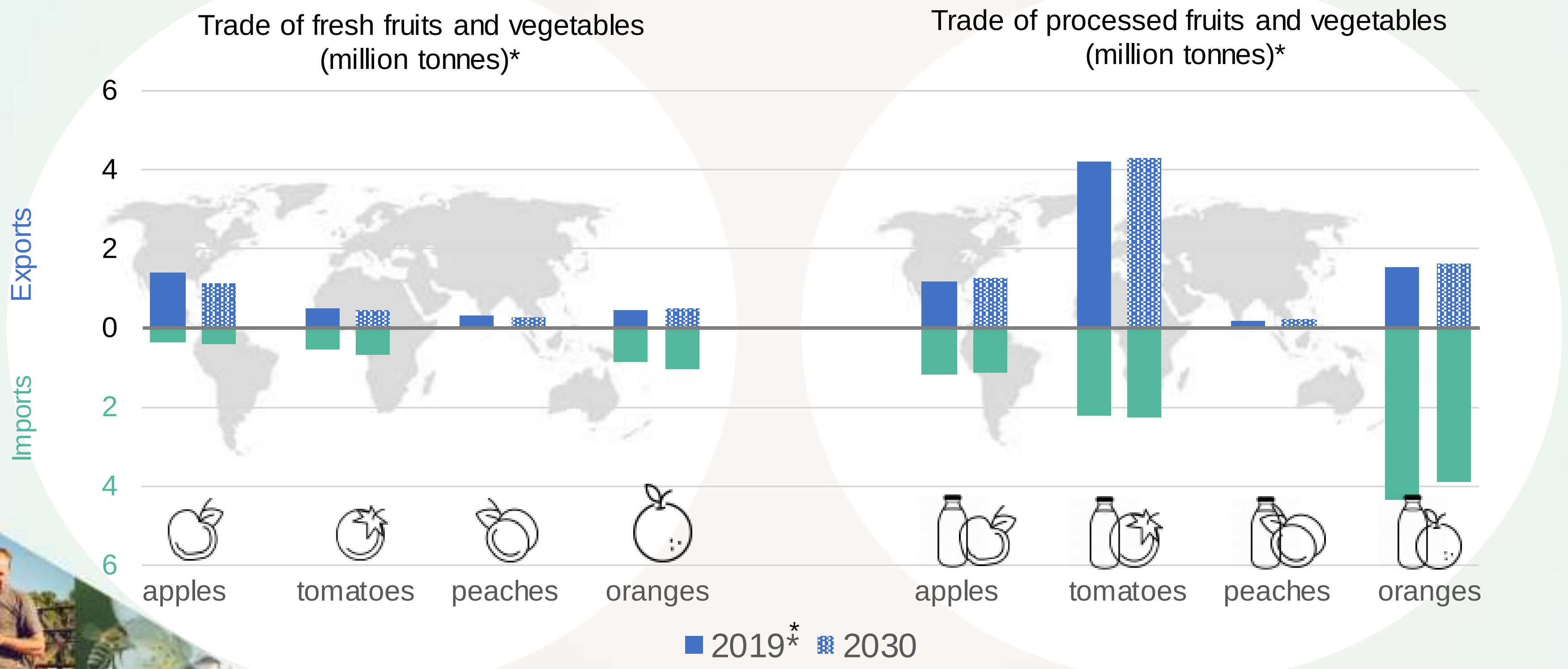
EU to gain in export of processed products



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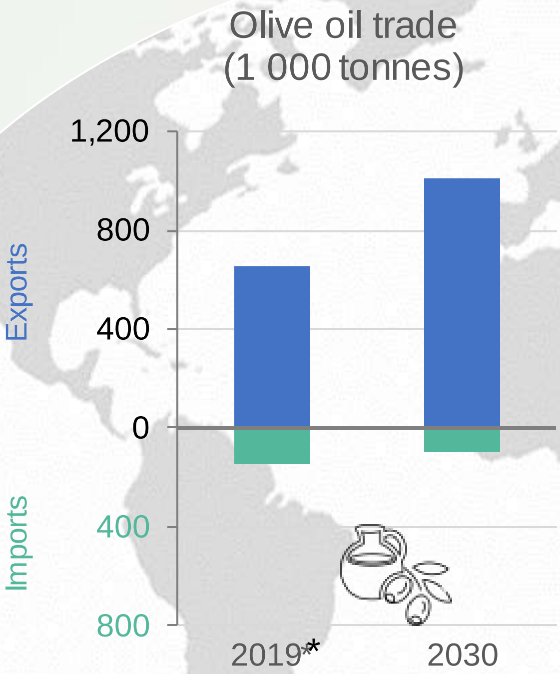
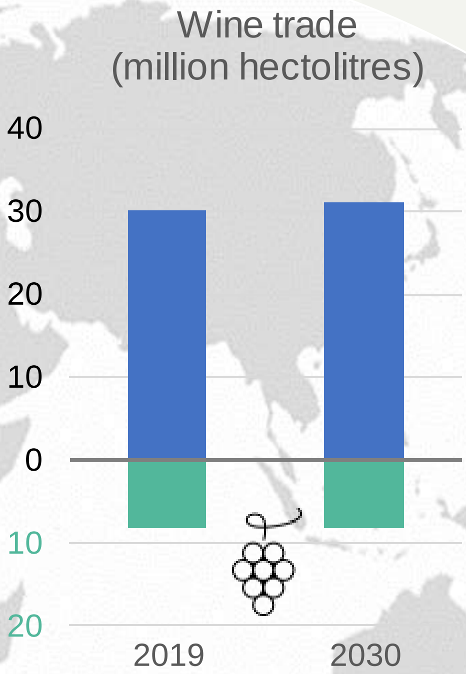
World demand favours EU export growth





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Production continues adapting

Modernisation
New varieties

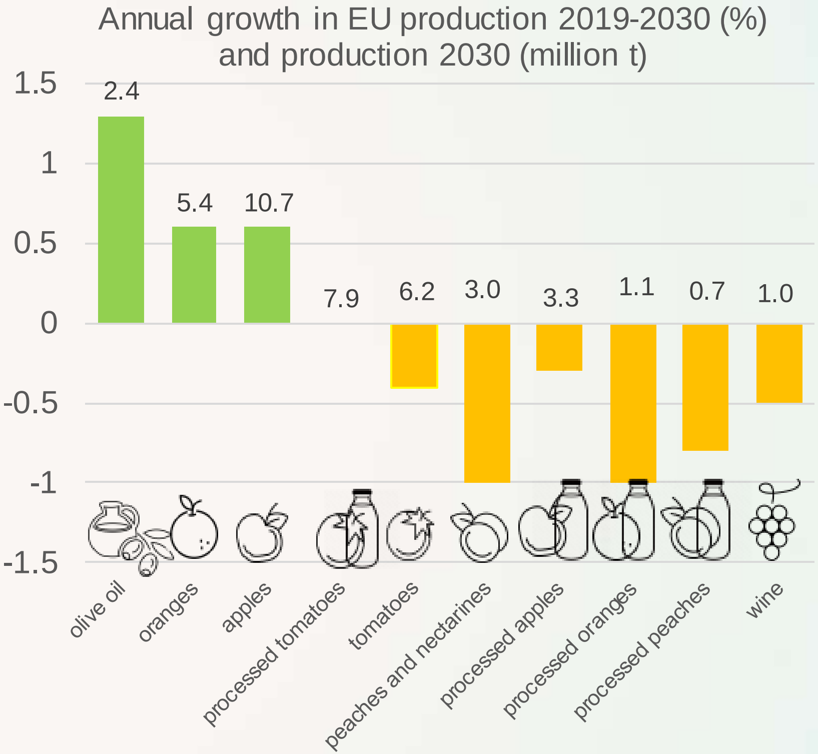
Intensification
Added value

Intensification
Value added
products

Modernisation
New orchards
New varieties

New
Vineyards
GI-wines
Organic

New
plantations
Mechanization
Irrigation



Thank you!

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