

Production 2023

The total Italian apple production for 2023 reached 2.174.674 tons, approximately 3% higher than last year. The volume of apples destined for industrial processing decreased slightly compared to the previous year and thus the availability of apples for the fresh market increased by 4% compared to 2022, reaching 1.878.891 tons.

On a regional level, South Tyrol increased by 16% compared to 2022, while Trentino remained stable, increasing only slightly compared to the previous year's production. In Piedmont, the situation was stable with a 2% increase on 2022. Veneto was the region most affected by widespread frost and hail damage, which led to a 29% drop in production compared to 2022 and an availability of fresh market apples of only 43% of the total.

Hail damage was also reported in Emilia-Romagna, as well as wind damage, resulting in a production decrease of - 10%. The damage caused by last May's flooding for the apple sector was confirmed to be less impactful than first impressions. Friuli and Lombardy are stable with respectively a 5% increase and a - 1% decrease compared to 2022.

At the varietal level, the production of Golden Delicious increased with 18% compared to the record-low production in 2022. Red Delicious on the other had decreased by 25%. A positive trend was confirmed for the group of so called Other New Varieties (club varieties), which reached a record production of more than 227.000 tons which is an increase of 32% compared to last year, guaranteeing product availability until the summer.

A generally excellent product quality was confirmed for all varieties, with above-average sizes.

The organic production decreased with -13% compared to 2022, mainly due to a major reduction in Veneto.

Sales and export

The marketing campaign in Europe started well for the new Italian crop in January 2024, in particular due to the lower presence of apples from other European countries.

On the other hand, there were some logistical difficulties in overseas exports due to the conflicts in the Red Sea and the Suez Canal, leading to delays and uncertainties in container availability. Due to container shortages, waiting times, detours and increased insurance, logistics prices on these routes were renegotiated and, in some cases, almost doubled.

Overall, during the months of January and February, the volume exported compared to the previous year decies of 0,1% (171.352 tons), while if we speak about value, it increased of 10% (196.380.000 €, compared with 178 mln €).

Sales of Italian apples in the last months have been in line with the average of the previous five years. Stocks are particularly low for Red Delicious and Granny Smith while Golden delicious and Fuji are under

control but slightly above the average. The sale of club apples also continued positively and as planned, in line with a gradually increasing production.

As for the organic apples, the market is proceeding positively and there are good sales in Italy, also thanks to the low stocks at European level and the limited quantities imported from the southern hemisphere.

Consumption

Despite a general decline in the consumption of fruit and vegetables in Italy and in Europe, Italian apples have seen a positive trend over the past year and maintains the first position as the most purchased fruit in Italy.

In 2023 the household consumption of apples in Italy increased by +2% in volume and by +13% in terms of value compared to the previous year.

