

THE EU AGRICULTURAL OUTLOOK FOR WINE, OLIVE OIL AND FRUIT AND VEGETABLES MARKETS

Session 6

THE 2019
**EU AGRICULTURAL
OUTLOOK CONFERENCE**

Sustainability
from Farm
to Fork





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An aerial photograph of a rural landscape under a clear blue sky. The foreground shows a large, golden-brown field, possibly harvested, with a magnifying glass focusing on a small green seedling growing in dark soil. The background features rolling green hills, a small town, and more agricultural fields.

SPECIALISED CROPS

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INCREASING HEALTH, ENVIRONMENTAL AND CLIMATE CONCERNS....

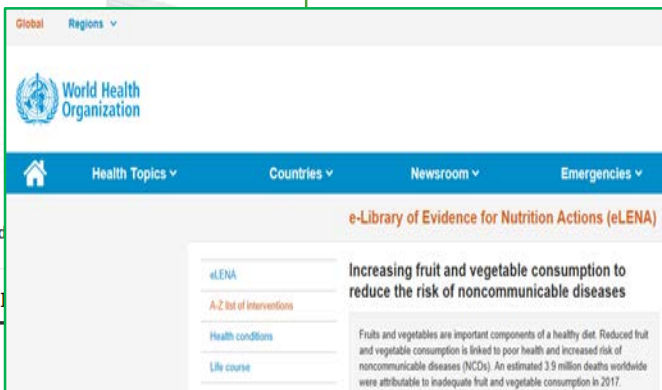


Olimerca, información de mercados para el sector del Aceite de Oliva

[Noticias](#) [En Persona](#) [Editoriales](#)

El olivar en seto un aliado contra el calentamiento global del planeta

Un estudio de la UCO demuestra el potencial para reducir el CO2



World Health Organization

Health Topics Countries Newsroom Emergencies

e-Library of Evidence for Nutrition Actions (eLENA)

Increasing fruit and vegetable consumption to reduce the risk of noncommunicable diseases

Fruits and vegetables are important components of a healthy diet. Reduced fruit and vegetable consumption is linked to poor health and increased risk of noncommunicable diseases (NCDs). An estimated 13.9 million deaths worldwide were attributable to inadequate fruit and vegetable consumption in 2017.



Nutri-Score wordt na aanpassing het voedselkeuzelogo voor Nederland

Nieuwsbericht | 28-11-2019 | 13:15



BBC NEWS

OTHERWORLDLY PHOTOS OF AN ARCTIC CITY

Health

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

By James Gallagher
Health and science reporter, BBC News

23 February 2017



... AND ONGOING TRENDS



Snacking



Convenience



Fashion



Taste

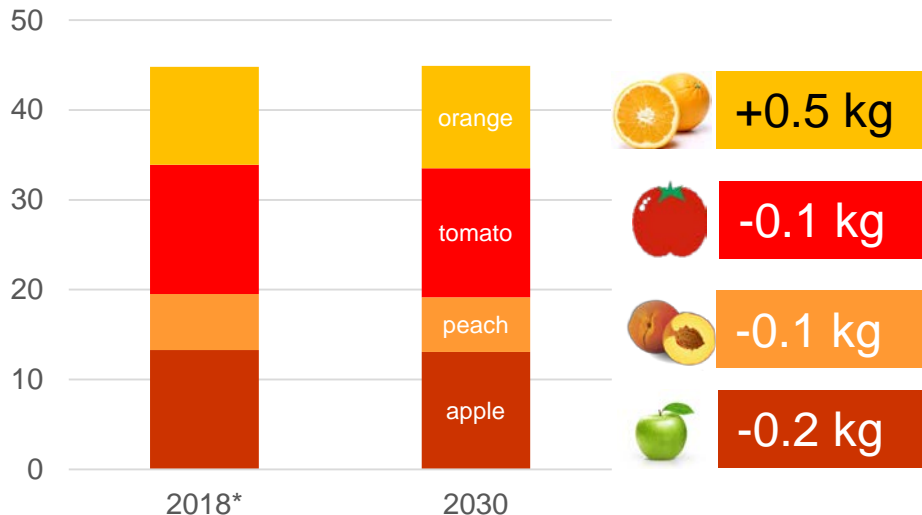
Price

Experience

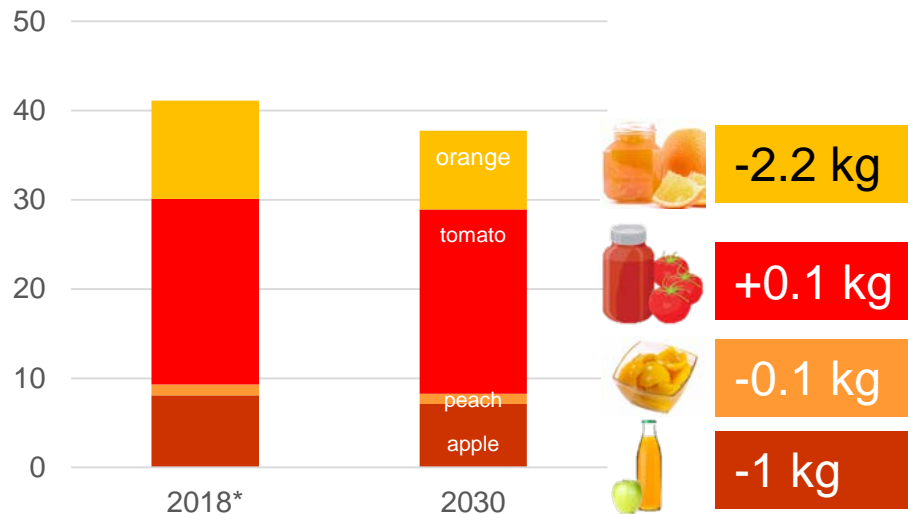


...HALT DECLINE OF FRESH F&V CONSUMPTION AND PUSH JUICES DOWN

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



TIME FOR A SLIDO BREAK

Go to [slido.com](https://www.slido.com) – event code #AgriOutlook

How much wine per capita will be consumed in the EU in 2030?

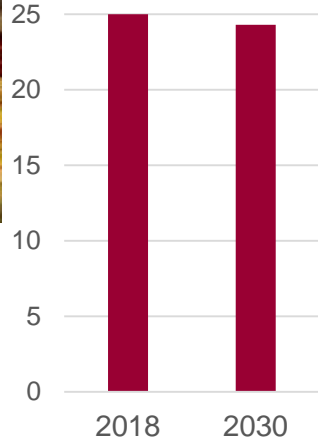
1. Less than 10 litres
2. Between 10 and 20 litres
3. Between 20 and 30 litres
4. Between 30 and 40 litres



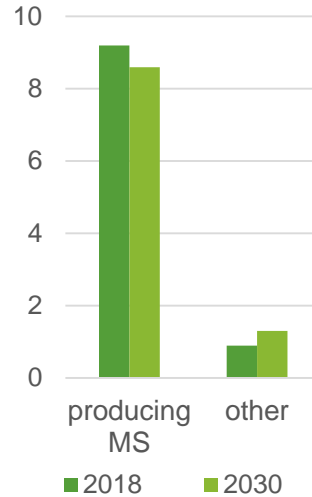
LESS WINE CONSUMED IN THE EU



EU wine consumption
(litres per capita)



EU olive oil consumption
(kg per capita)



+0.1 kg



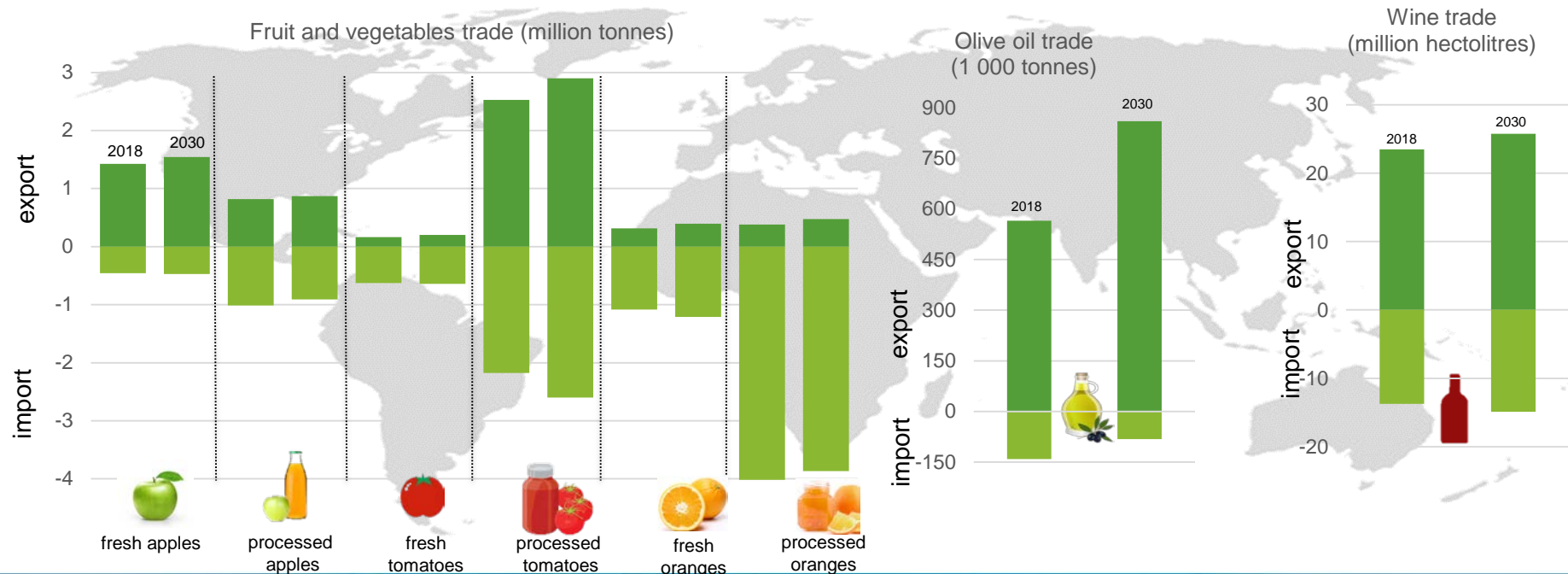
-1.2 litres

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





WORLD DEMAND FAVOURS EU EXPORT GROWTH

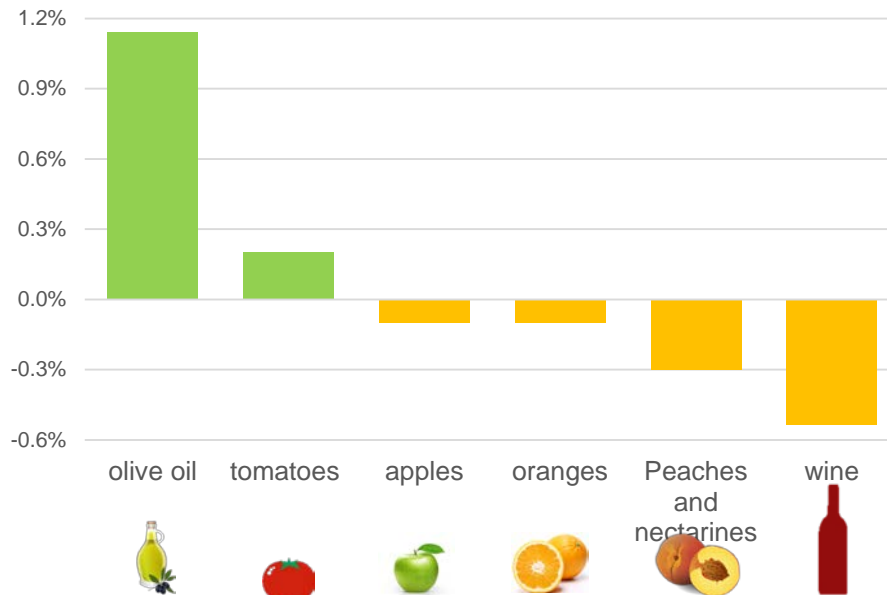


*Given the high variability of production, projections are compared to the 5-year trimmed average



PRODUCTION SYSTEMS CONTINUE ADAPTING

Annual growth in EU production 2018-2030



Intensification

New and re-planted areas

Irrigation systems

Modernisation

New varieties

Early harvest

Organic production





THANK YOU !


#AgriOutlook

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