

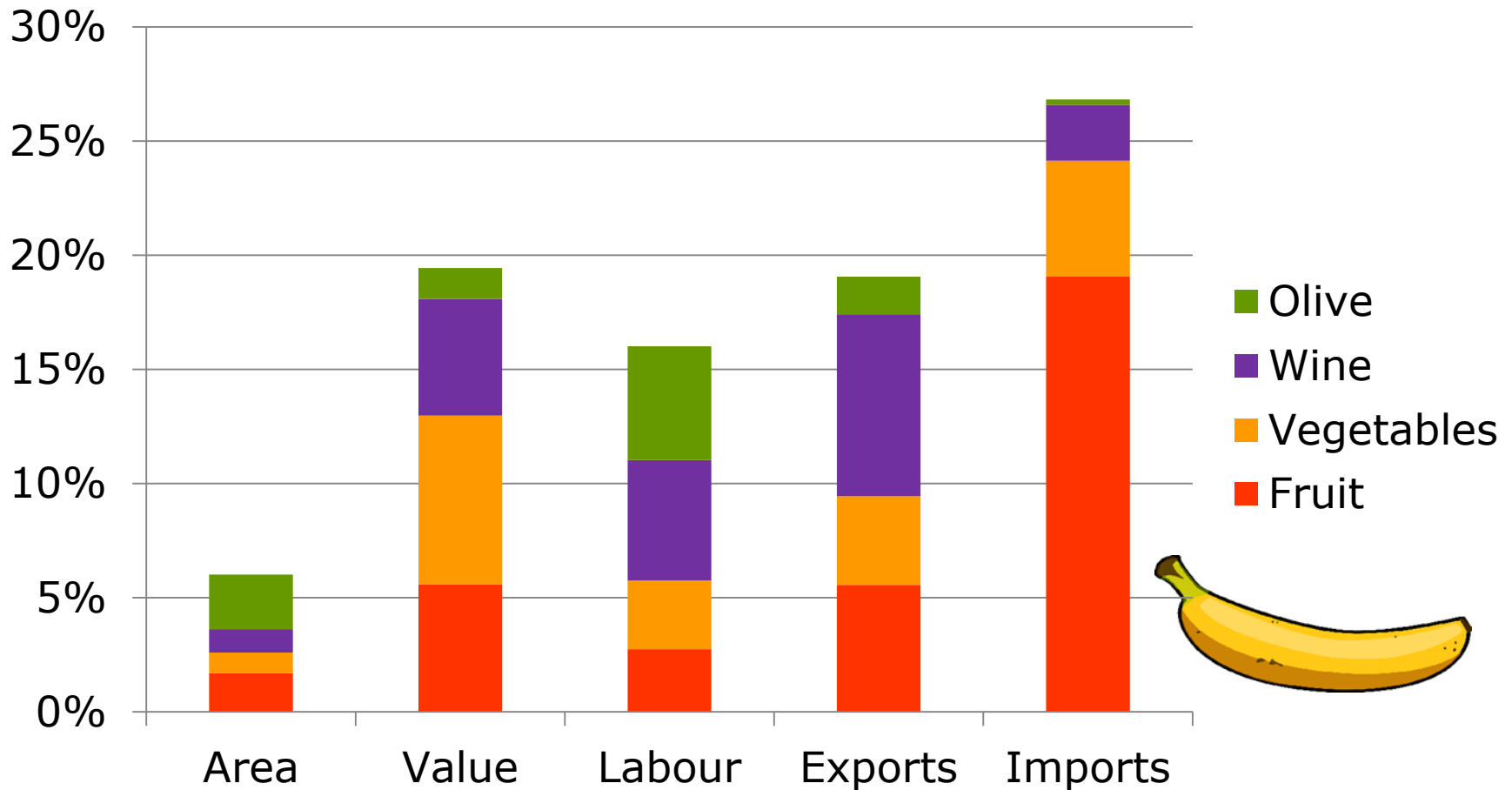
The 2016 EU Agricultural Outlook Conference

Wine, olive oil, fruit and vegetables

Brussels, 6-7 December



Important sectors for EU agriculture (% of total)



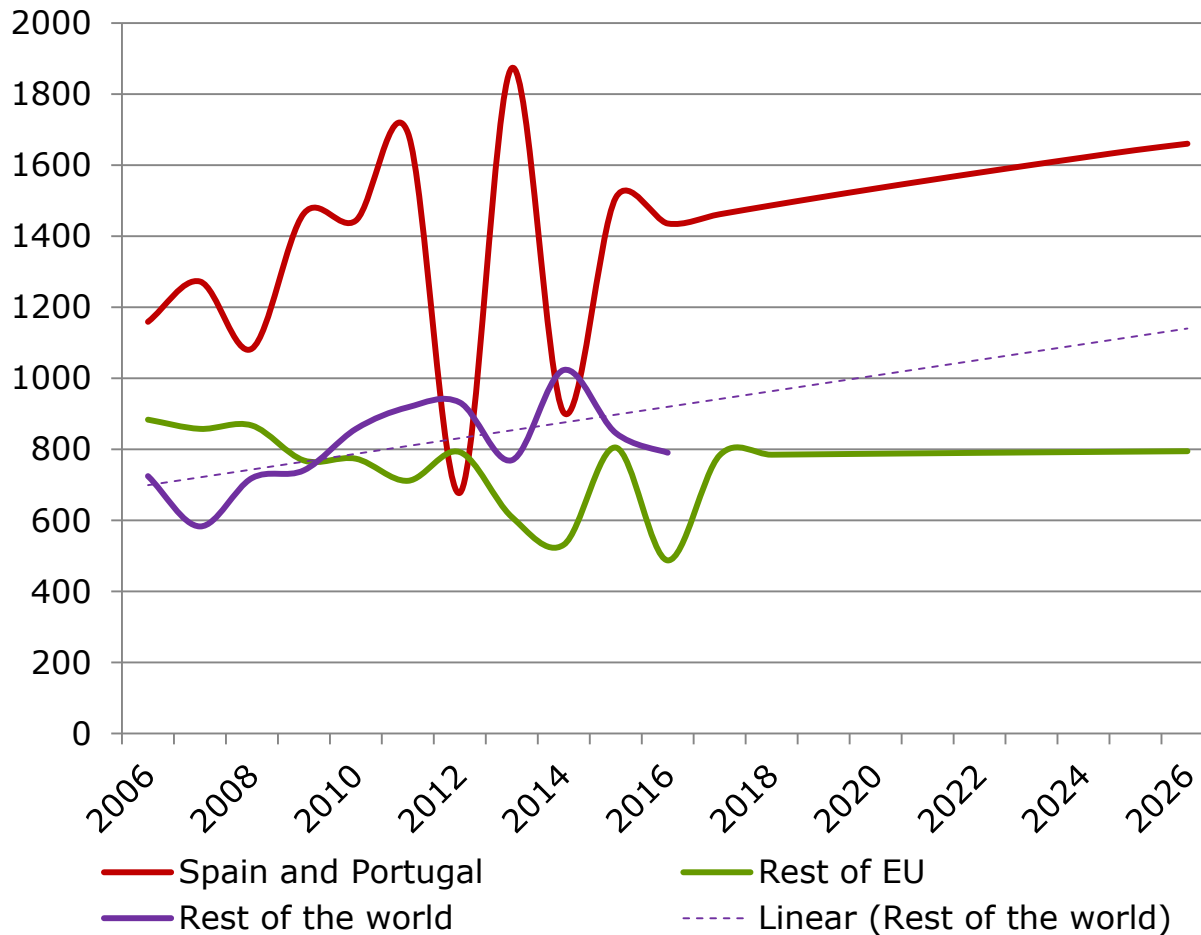


European
Commission

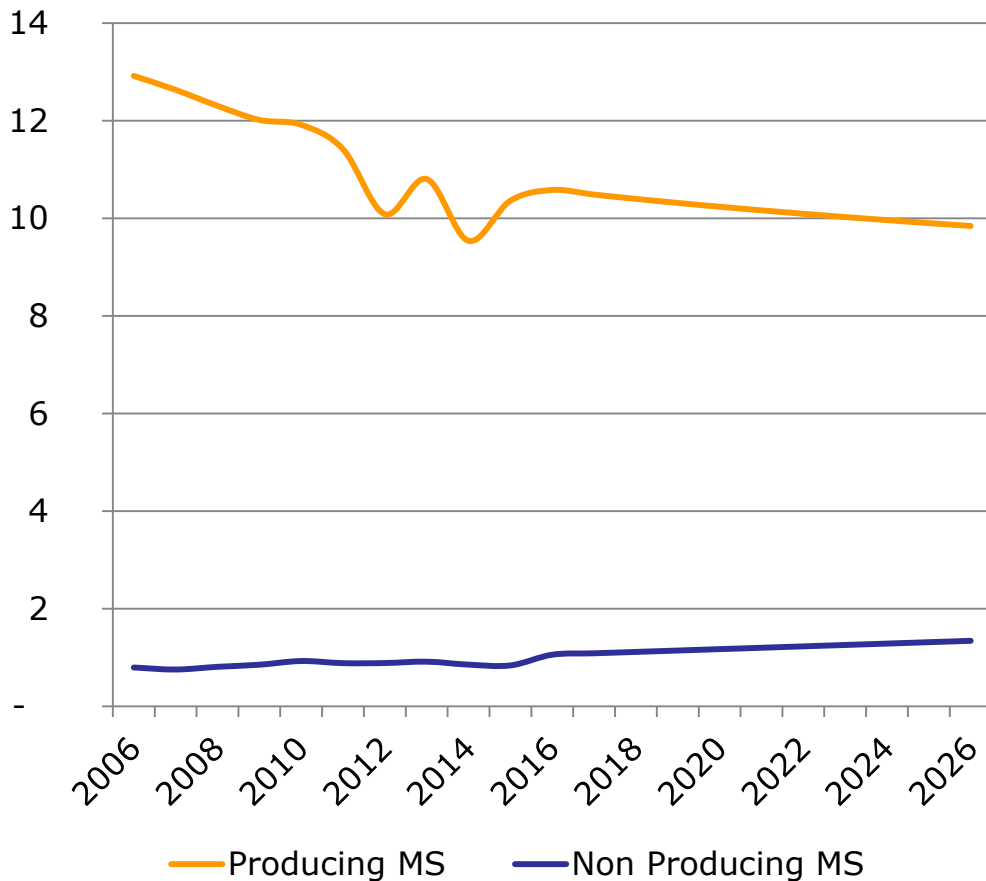
Diversity makes it complicated



Olive oil – diverging trends in production (1000 t)



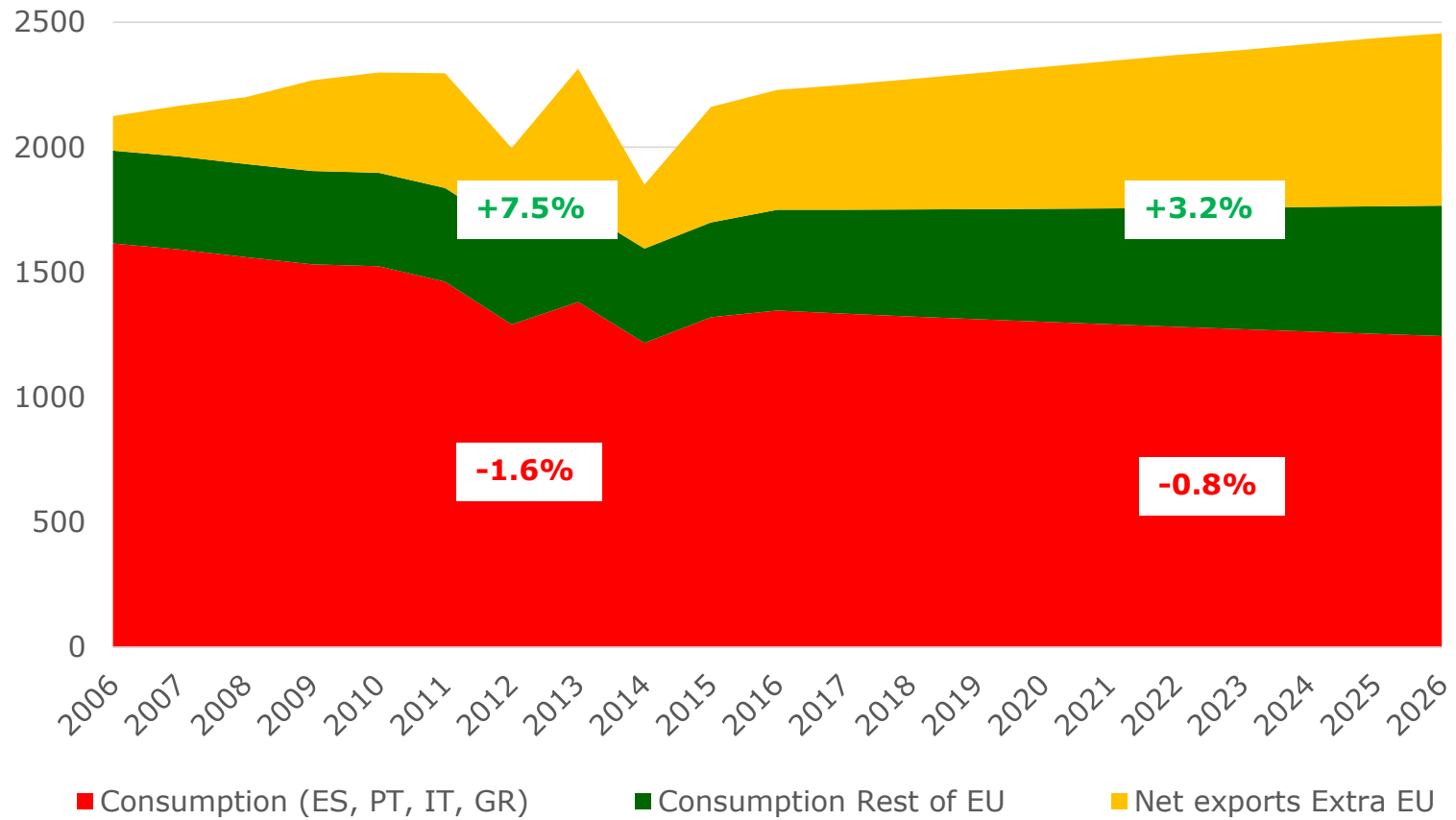
Olive oil – diverging trends in consumption (kg/capita)



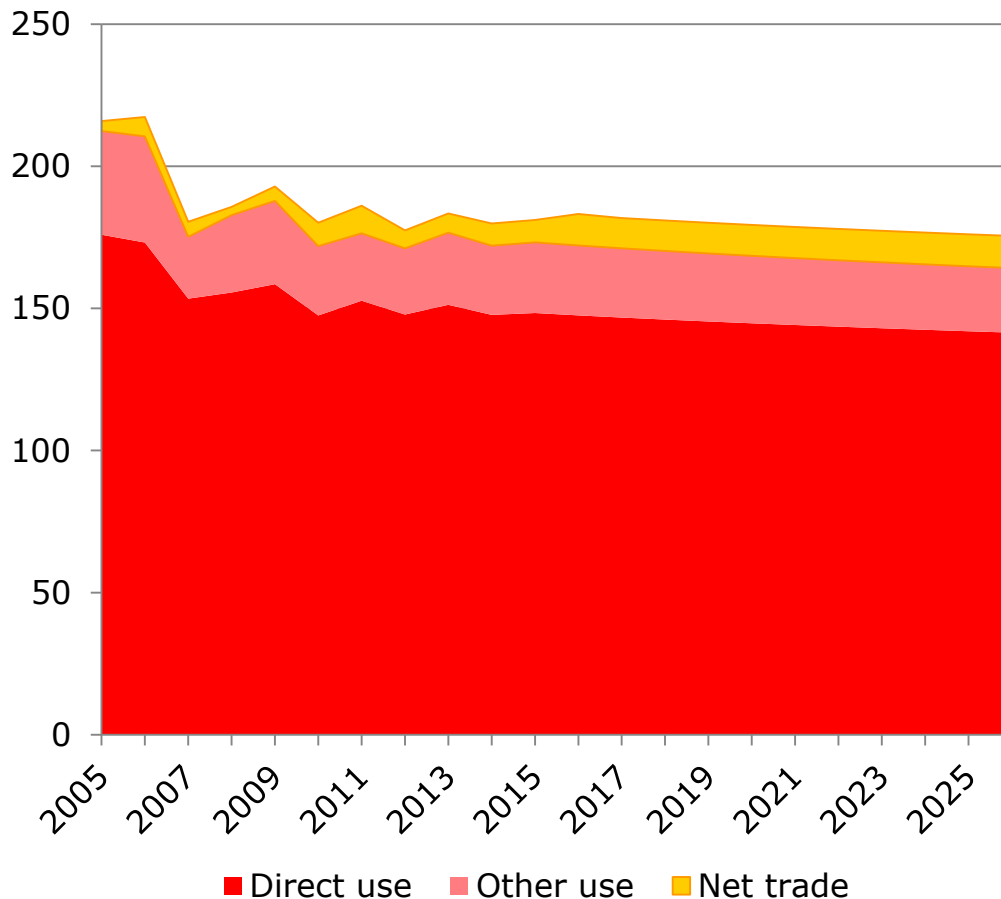
Join ^{the} Olive Oil Revolution

Discover how Olive Oil makes your cooking healthier. Bring home all the original flavors of the Mediterranean and enjoy a balanced meal every time you cook.

Olive oil – towards more net exports

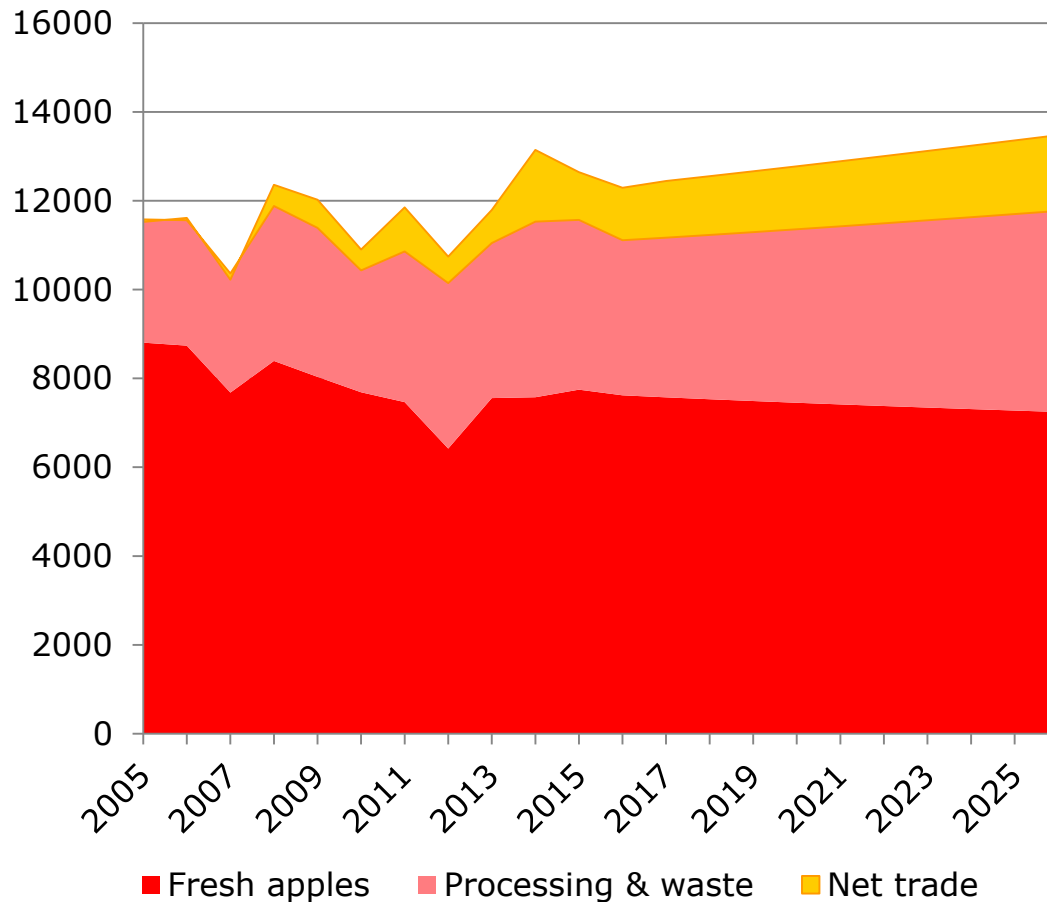


Wine: new consumption trends



- **Fresh / easy wines (in particular sparkling)**
- **Trade in bulk**
- **Segment of premium classical**
- **Growth in Asia / America**

Apples: less fresh fruit, more exports



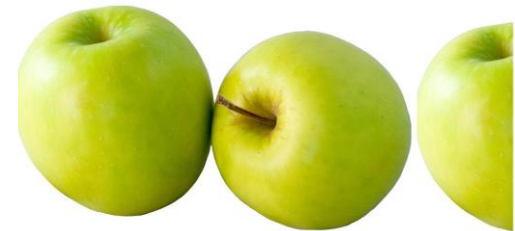
Fresh apples per capita in the EU

17.8 kg in 2005-06

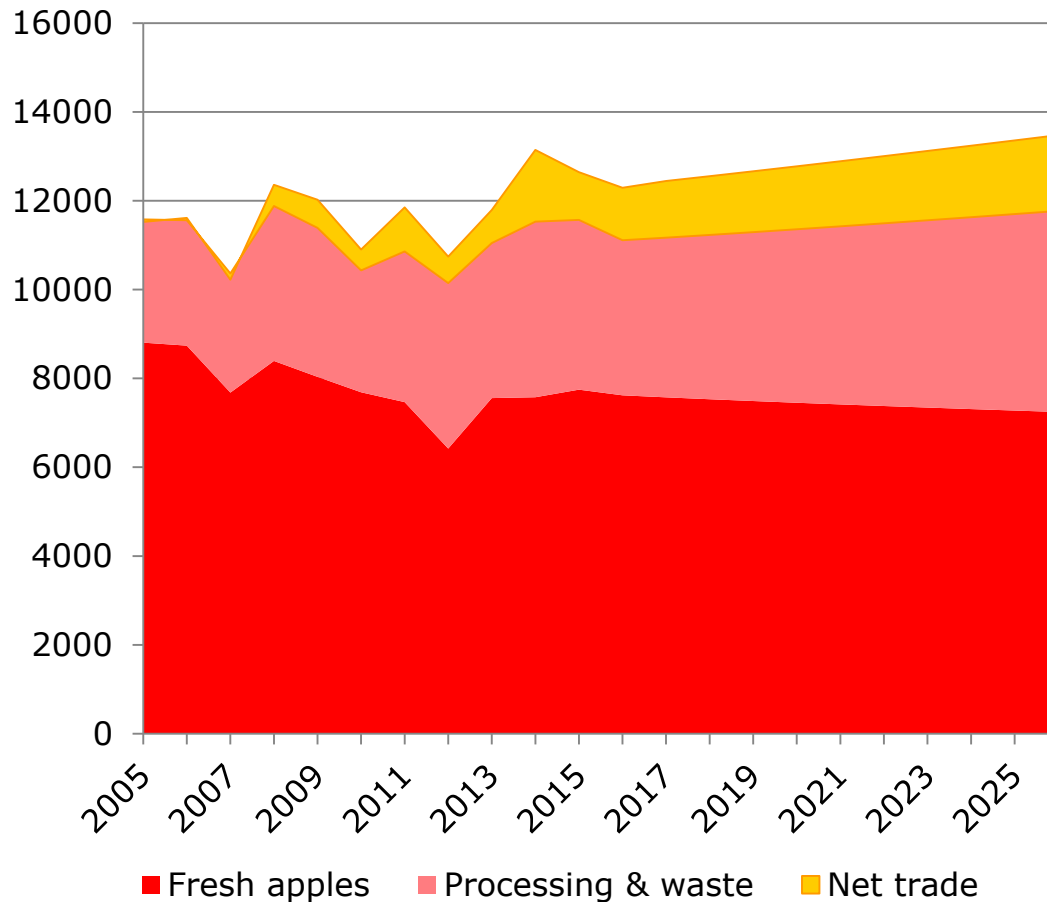
15.0 kg in 2015-16

14.2 kg in 2025-26

2.4 apples a week in 2005



Apples: less fresh fruit, more exports



Fresh apples per capita in the EU

17.8 kg in 2005-06

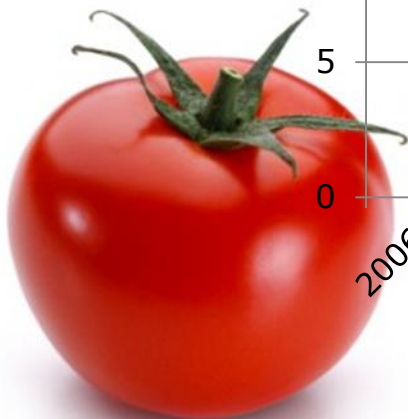
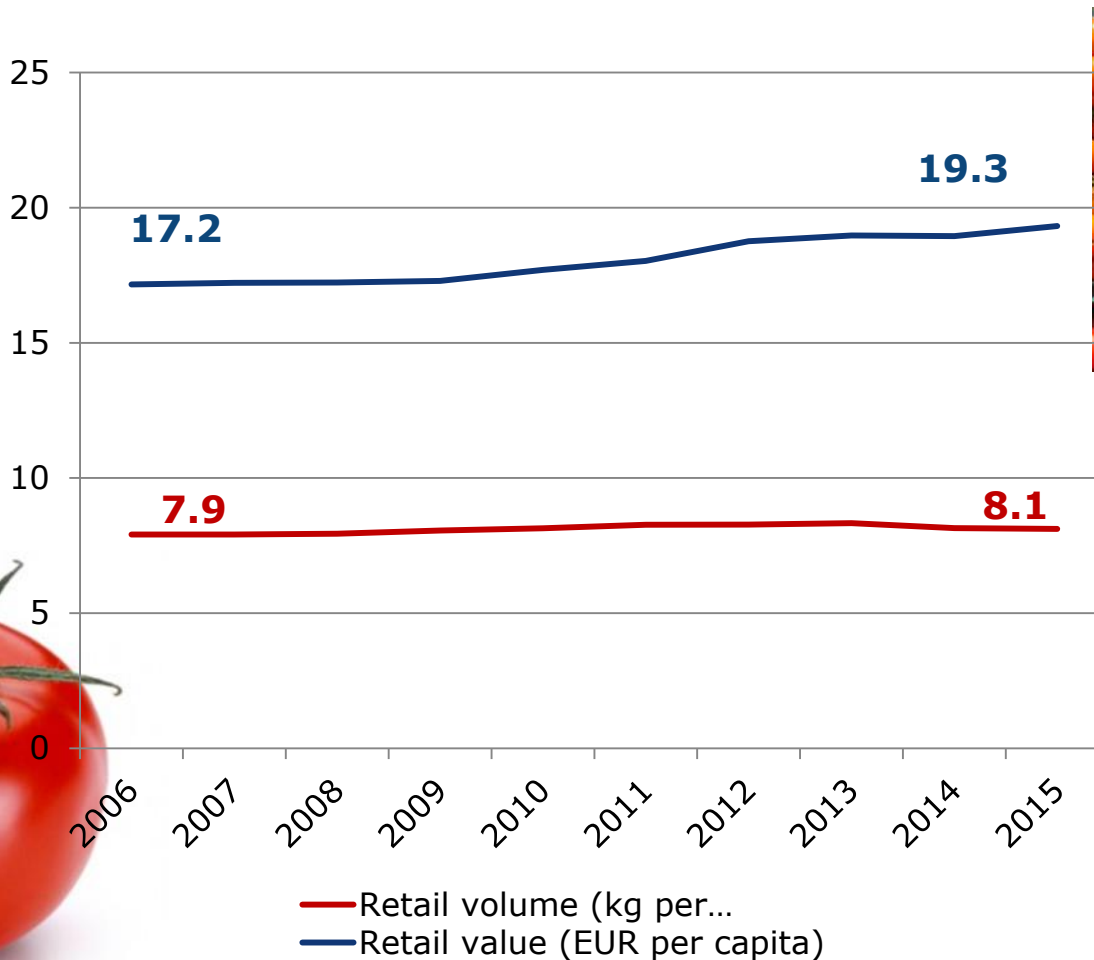
15.0 kg in 2015-16

14.2 kg in 2025-26

1.9 apples a week in 2015



Tomatoes: stagnating consumption, value adding



Main messages



Important sectors but diversity of situations



Relative stagnation / decline of domestic consumption



Trade should play a role to balance



Value adding is key for such sectors