



10 March 2023

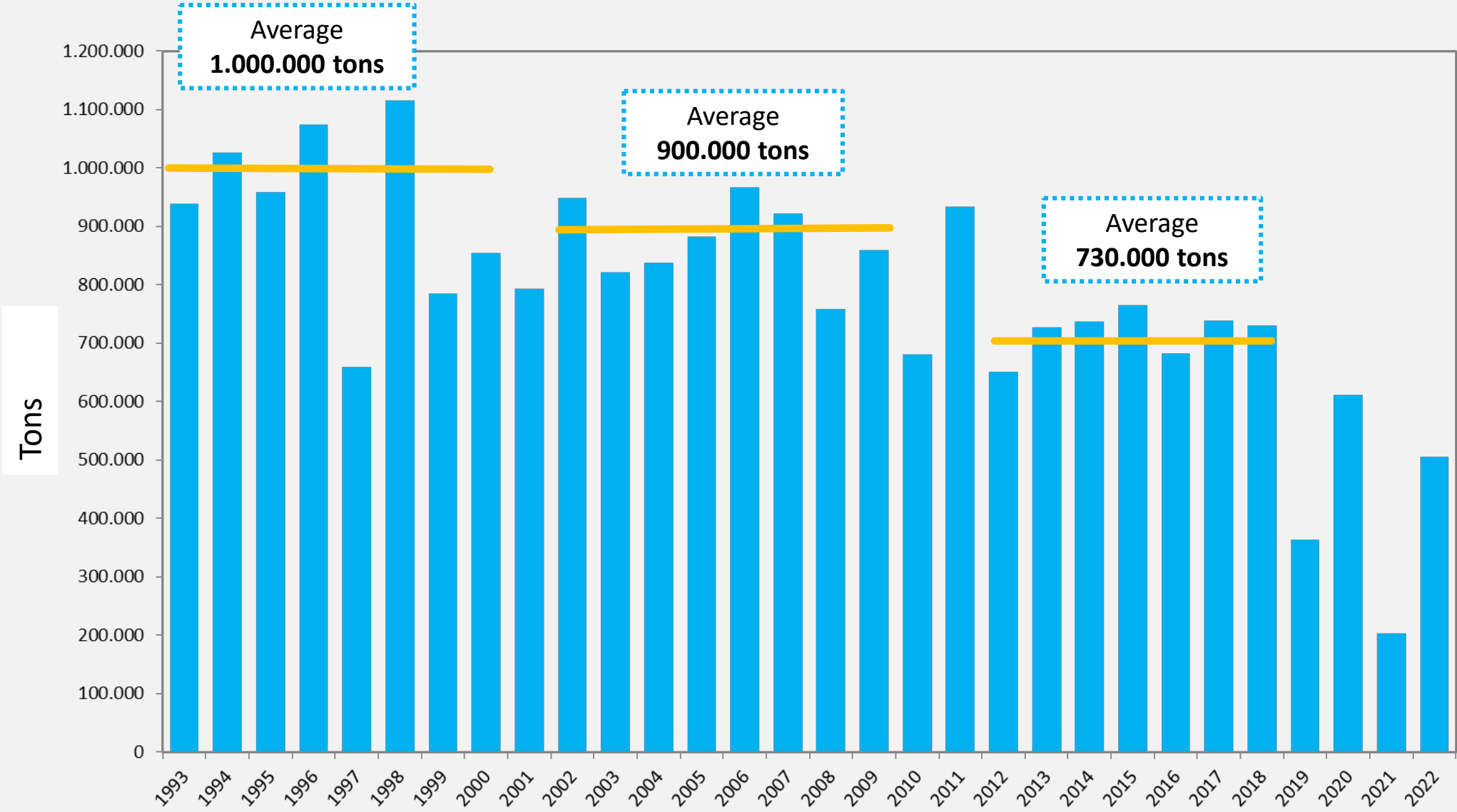
Meeting of EU experts on apples and pears

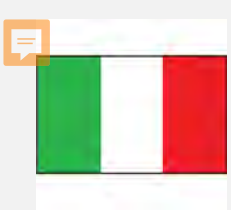
“Challenges and opportunities for pear producers in Italy. Key data, trends and critical successful factors”

Stefano Calderoni



ITALY – PEARS: PRODUCTION TREND

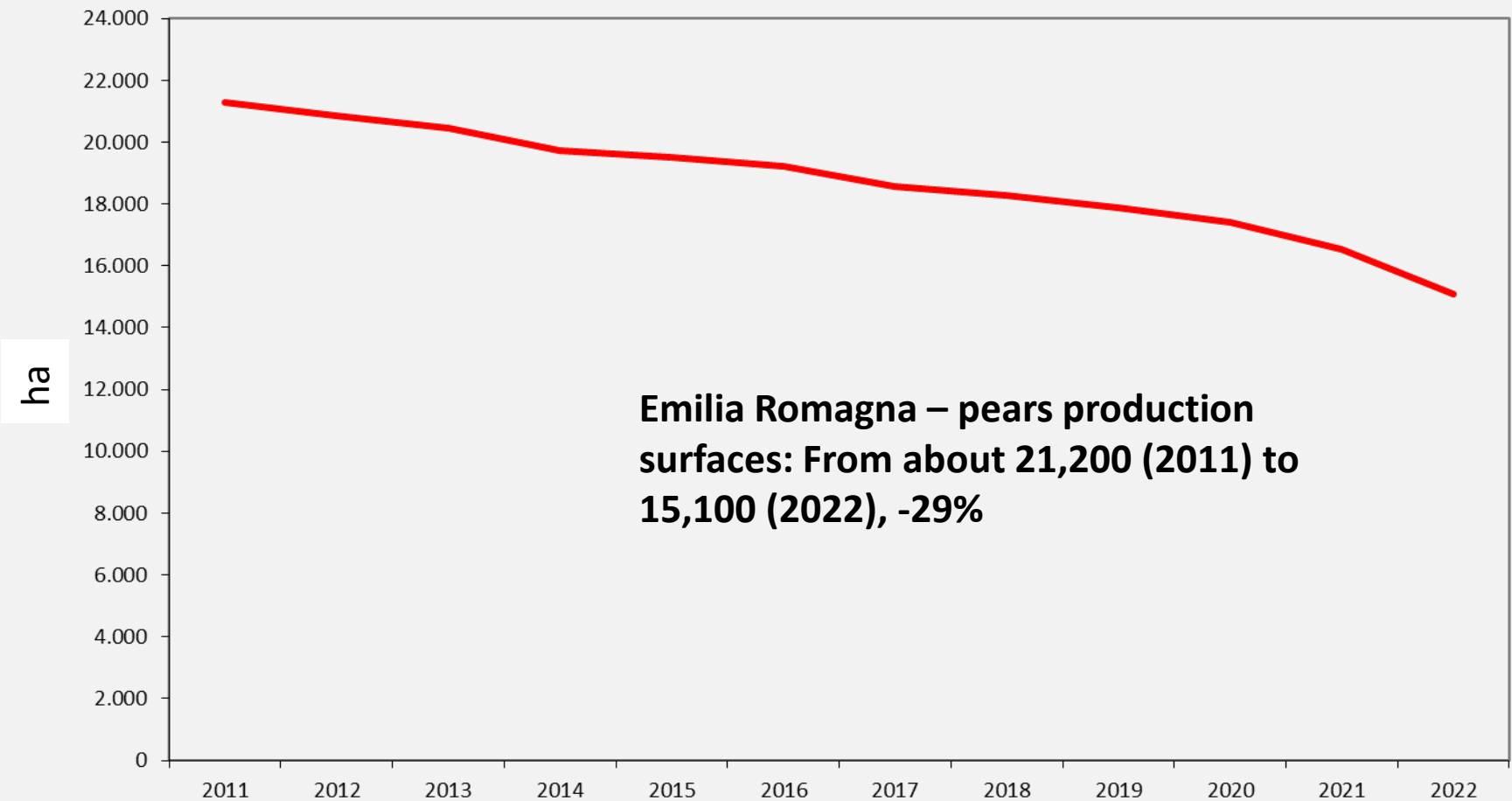




PEARS: THE DECREASE OF SURFACES

Italy – pears production surfaces: From about 35,400 (2011) to less than 25,900 (2022), -27%

Emilia-Romagna region is the most important area for italian pears: around 70% of the total





CONJUNCTURAL REASONS

- ✓ Spring frost affected production with significant reductions in the available offer.
- ✓ Many problems especially on Abate, Conference and other autumn varieties, where **calyx** rot and **all brown spots** above have led to a great reduction in the harvested product and in the quality
- ✓ Halyomorpha halys
- ✓ Death of plants, also young
- ✓ Raw material costs increase

The reasons for the DECLINE

STRUCTURAL REASONS

- ✓ High production costs
- ✓ Effects of climate change



PEARS: **VARIETAL INNOVATION** IN ITALY

In the last 20 years few new cultivars have been introduced:

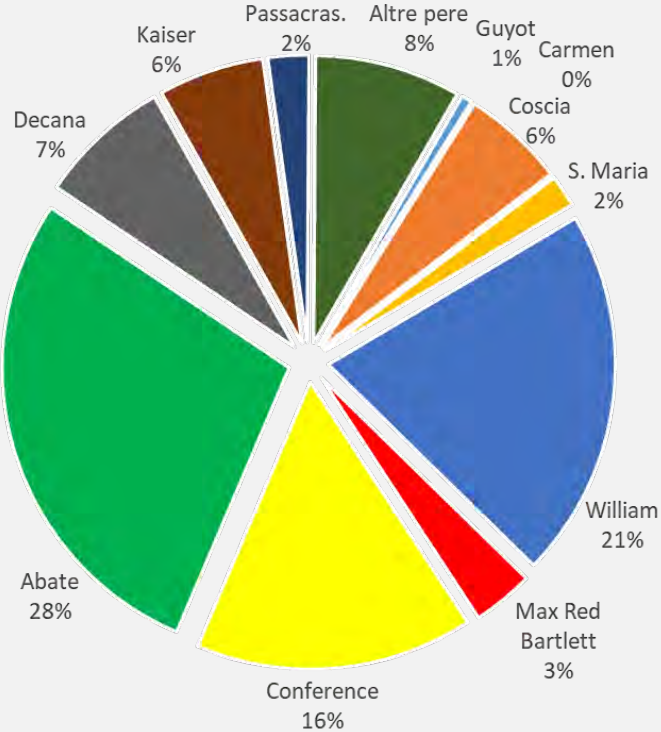
- ✓ Carmen
- ✓ Angelys
- ✓ Falstaff
- ✓ Sweet Sensation
- ✓ Fred

Only Carmen has developed a discrete surface

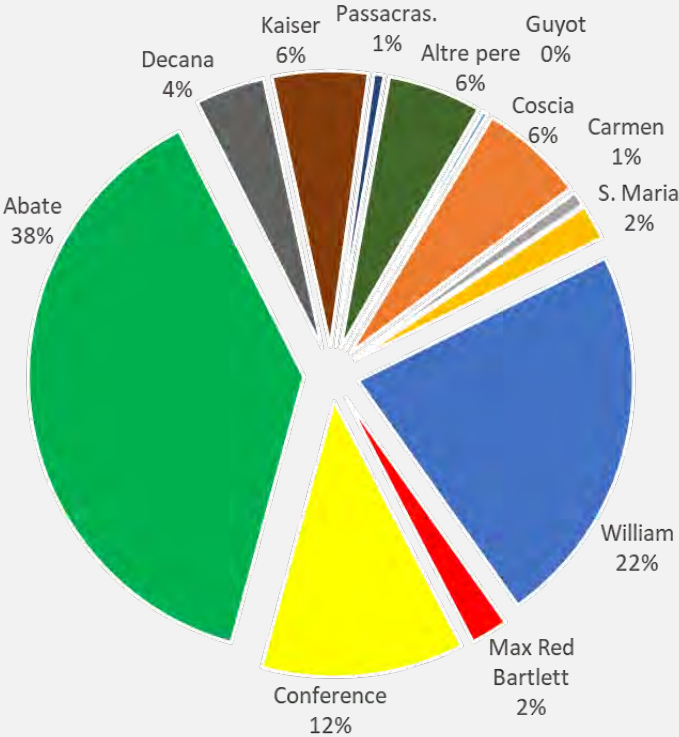


PEARS: THE VARIETAL EVOLUTION IN ITALY

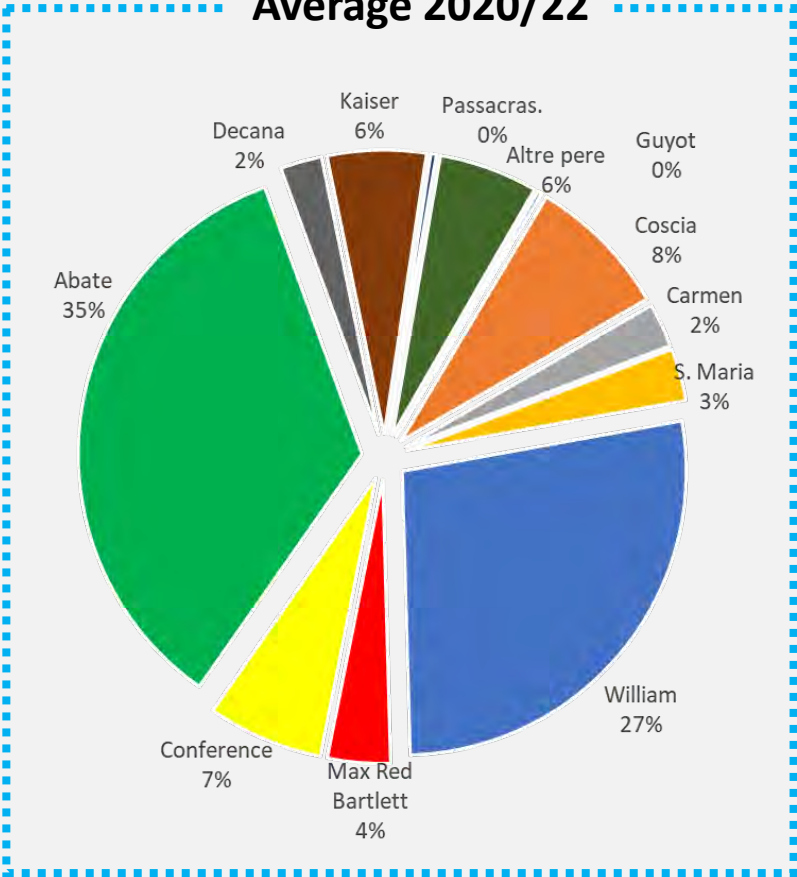
Average 2000/02



Average 2010/12



Average 2020/22





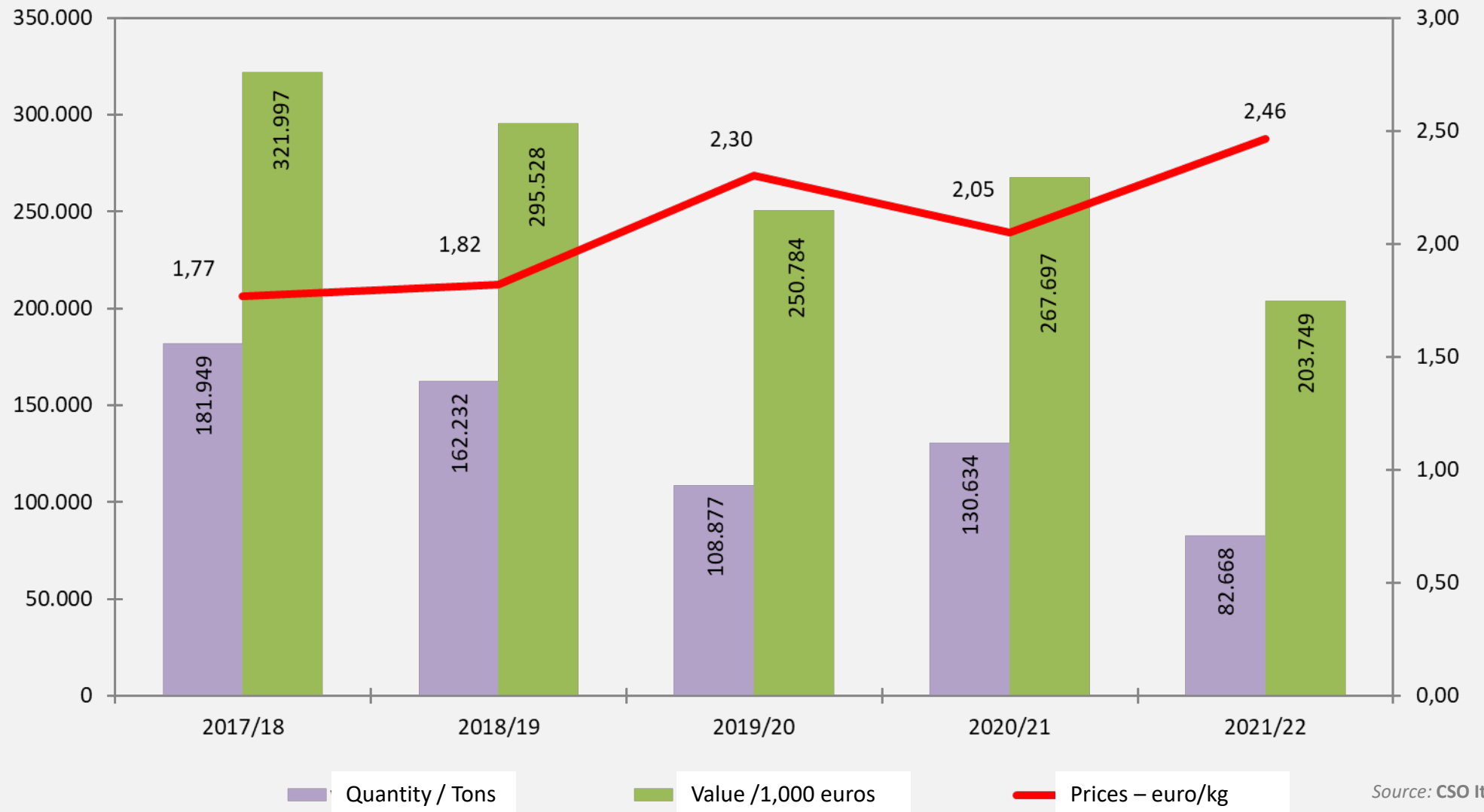
PEARS: THE OPPORTUNITIES

Production is highly concentrated in few highly specialized structures, capable of carrying out strategy and research

Italy is leader of the Abate variety. **Next to** the development of new varieties, leadership on a variety can give great prospects

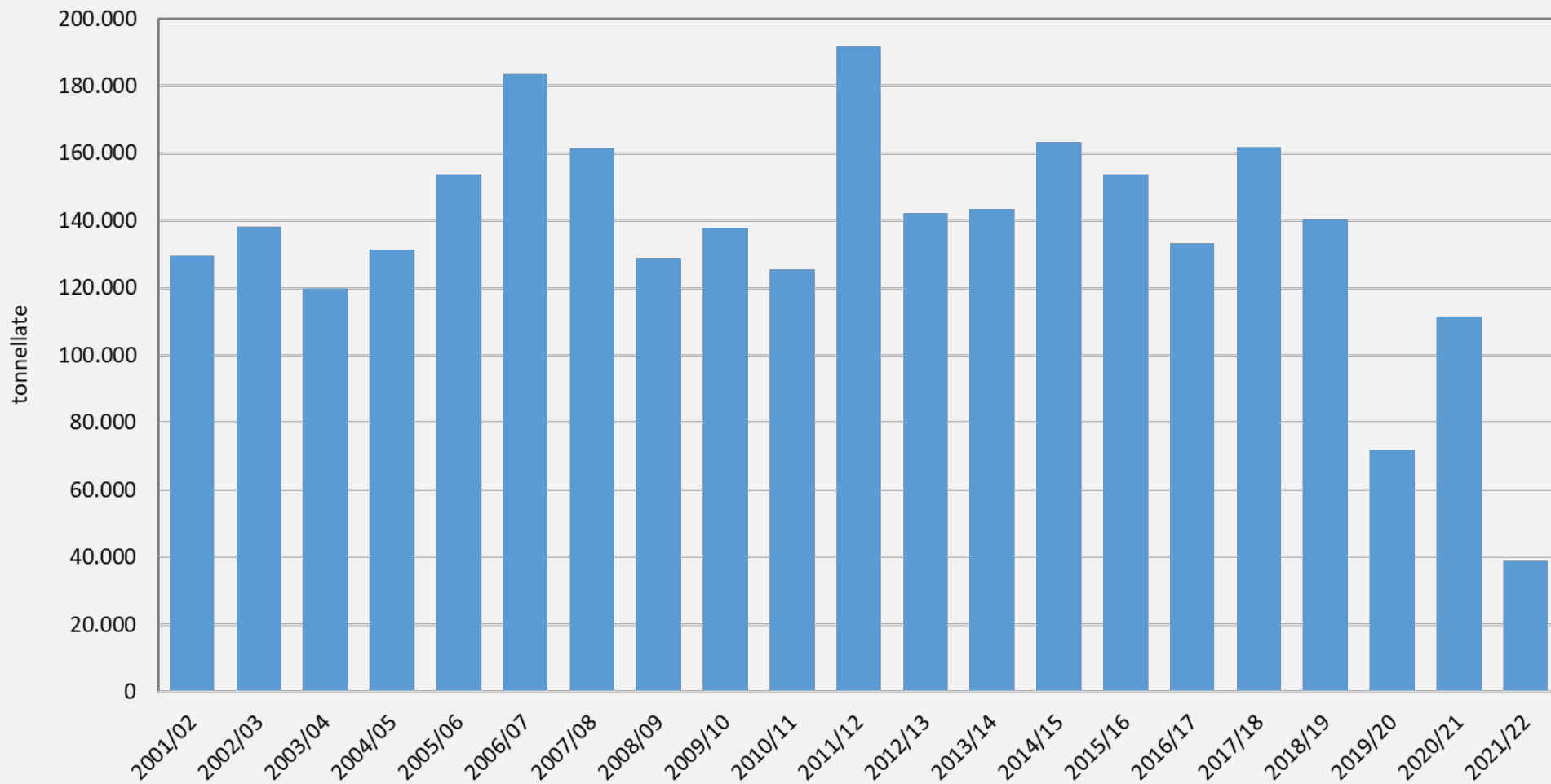


Retail purchases in Italy For commercial season





ITALY – PEARS – EXPORT BY COMMERCIAL SEASON



The exported volumes follow the trend of the available offer.
On average, only 20% of the product is sold abroad.



CONCLUSION

Strong production difficulties are reflected on the market

- ✓ Less produce available - increase in production costs - difficulty in creating income
- ✓ Phytosanitary problems - cost increase - quality problems - more difficult to enhance the product

Commercially

- ✓ Problem of internal market decrease, typical of pears, but accentuated by the current economic situation
- ✓ Increased competition on foreign markets

What is being done

- ✓ Development of important scientific research to solve production problems
- ✓ Development of aggregation models to counter common problems