

Export / Import Market Analysis

Australian Olive Products

17th September 2014



TOPICS

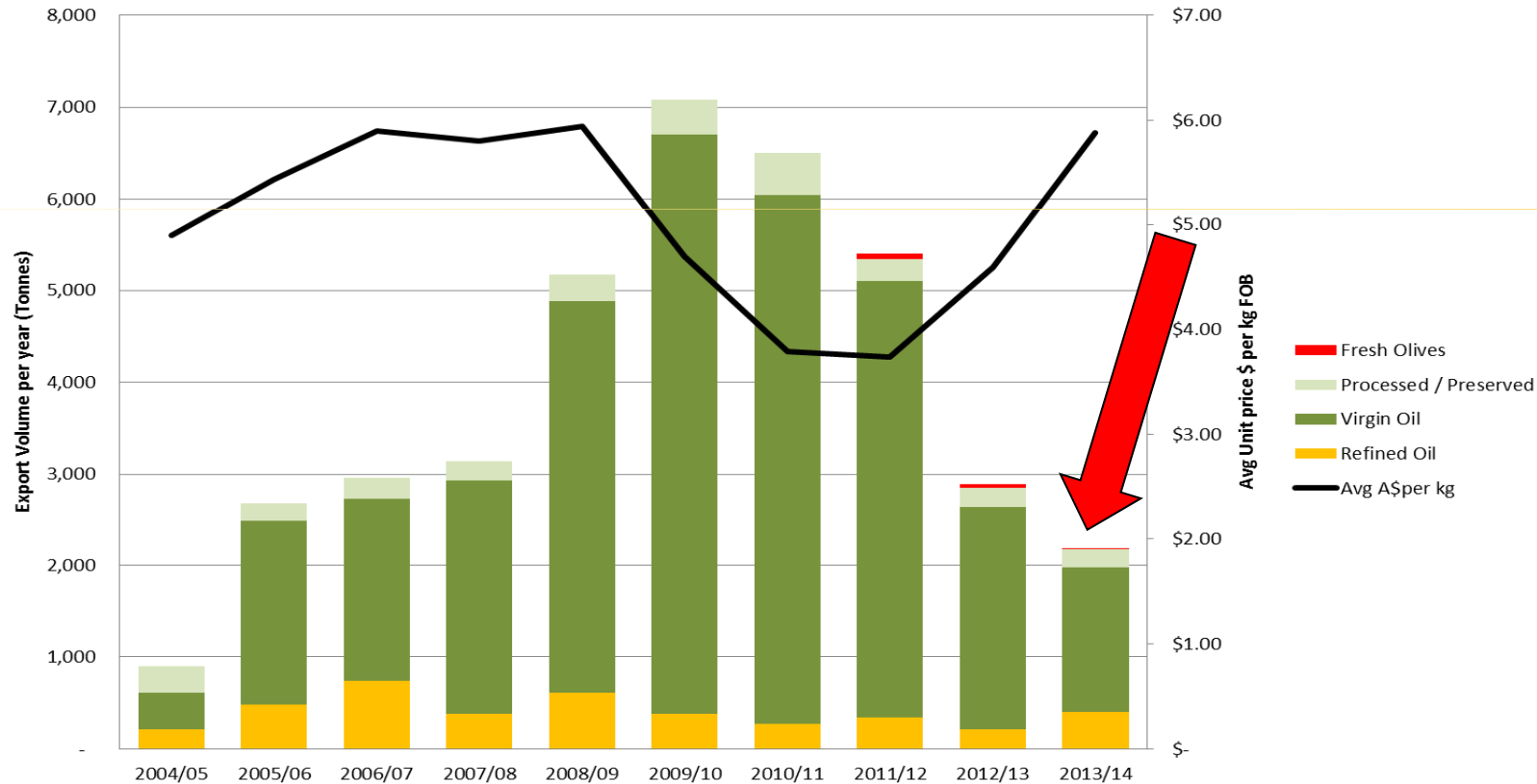
- Australian Export Trends for Olive Products
- Australian Exports Trends for Olive Oil
- Global Export Trends for Olive Oil
- Market Shares of Australia's leading export markets
- Olive Oil Import Trends by Australia

OLIVE PRODUCTS KEY EXPORT RESULTS

July to June 2014

Volume	2,174 tonnes	down 25 %
Value	12.8 m	down 4 %
\$ per kg	\$5.88	up 28 % up \$1.26

Australian OLIVE PRODUCT Exports 10 Year trend (July - June)

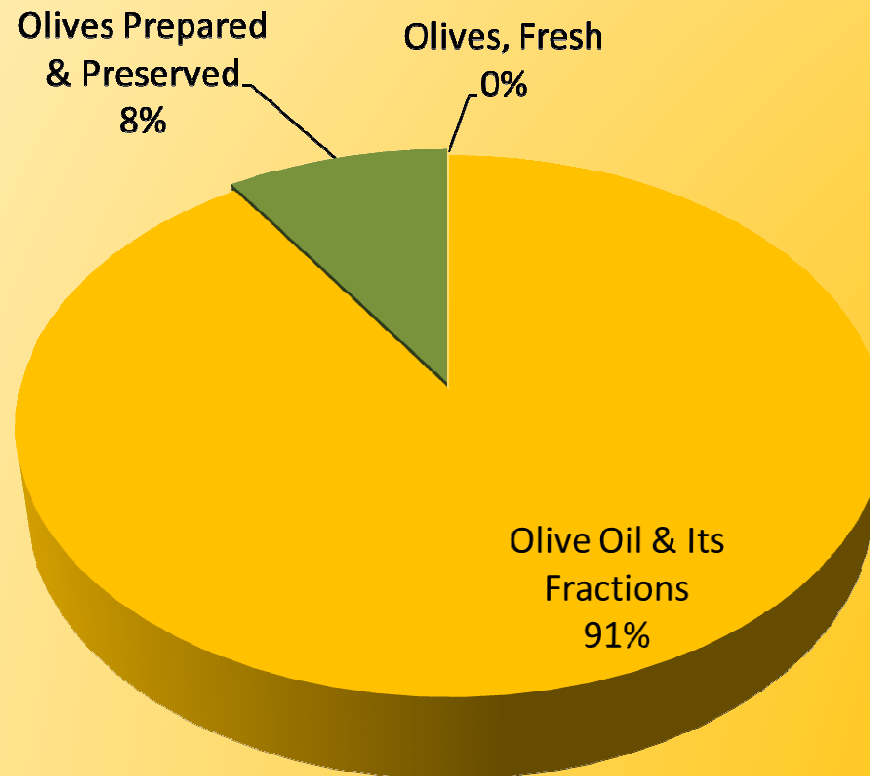


Source : World Trade Atlas; Fresh Intelligence analysis

ANNUAL SNAPSHOT

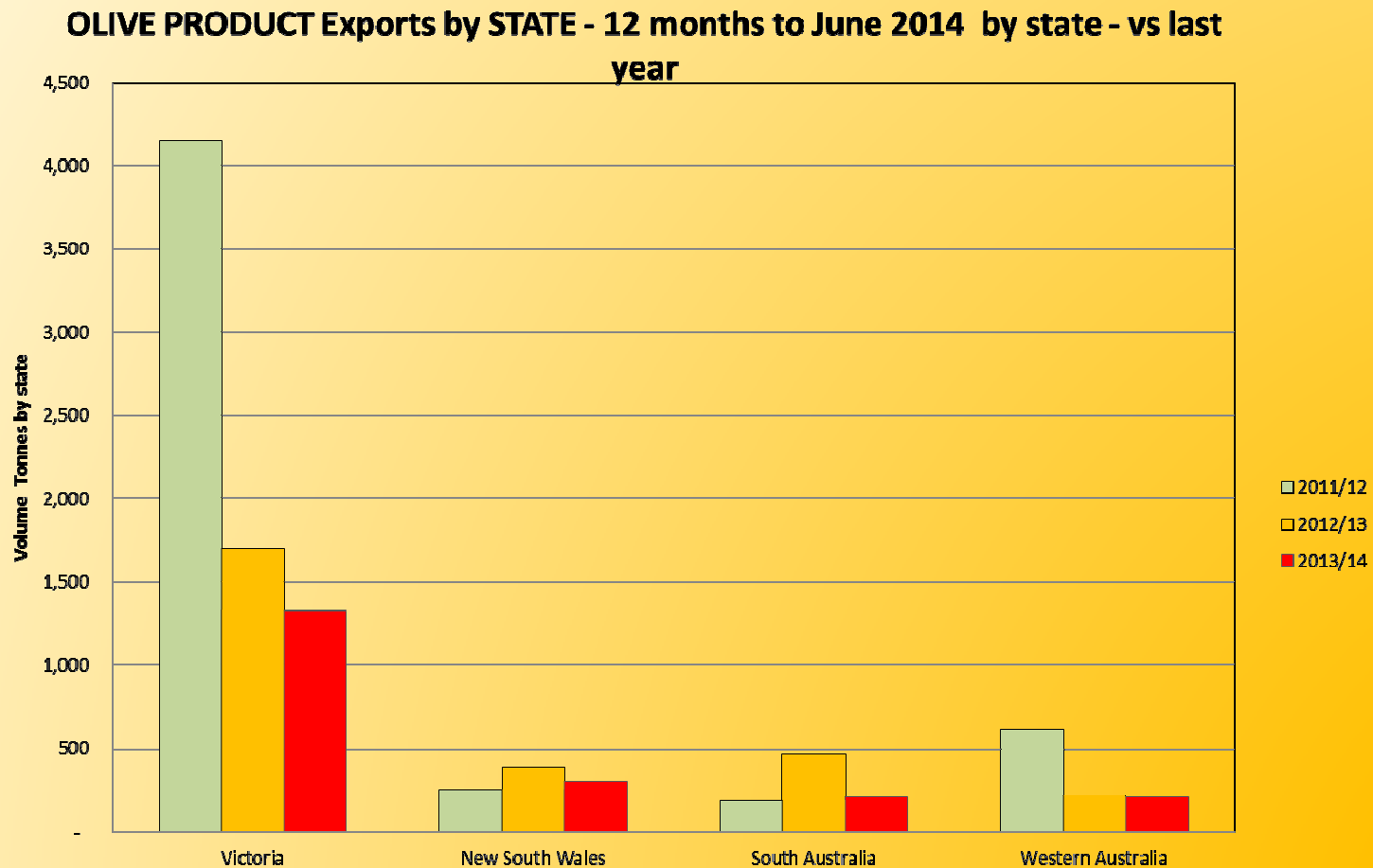
OLIVE PRODUCT EXPORTS SHARE BY TYPE

Olive oil & fractions account for 91 % of olive product exports by **volume and value** with prepared & preserved olives accounting for 9 %. Fresh olives recorded negligible exports.



OLIVE PRODUCT EXPORTS BY STATE

Victoria is the leading export state accounting for 61 % of exports and has dipped 68 % over 2 years. NSW accounted for 14 % of exports while Western Australia and South Australia exported around 10 % each.



source : ABS data, Fresh Intelligence analysis

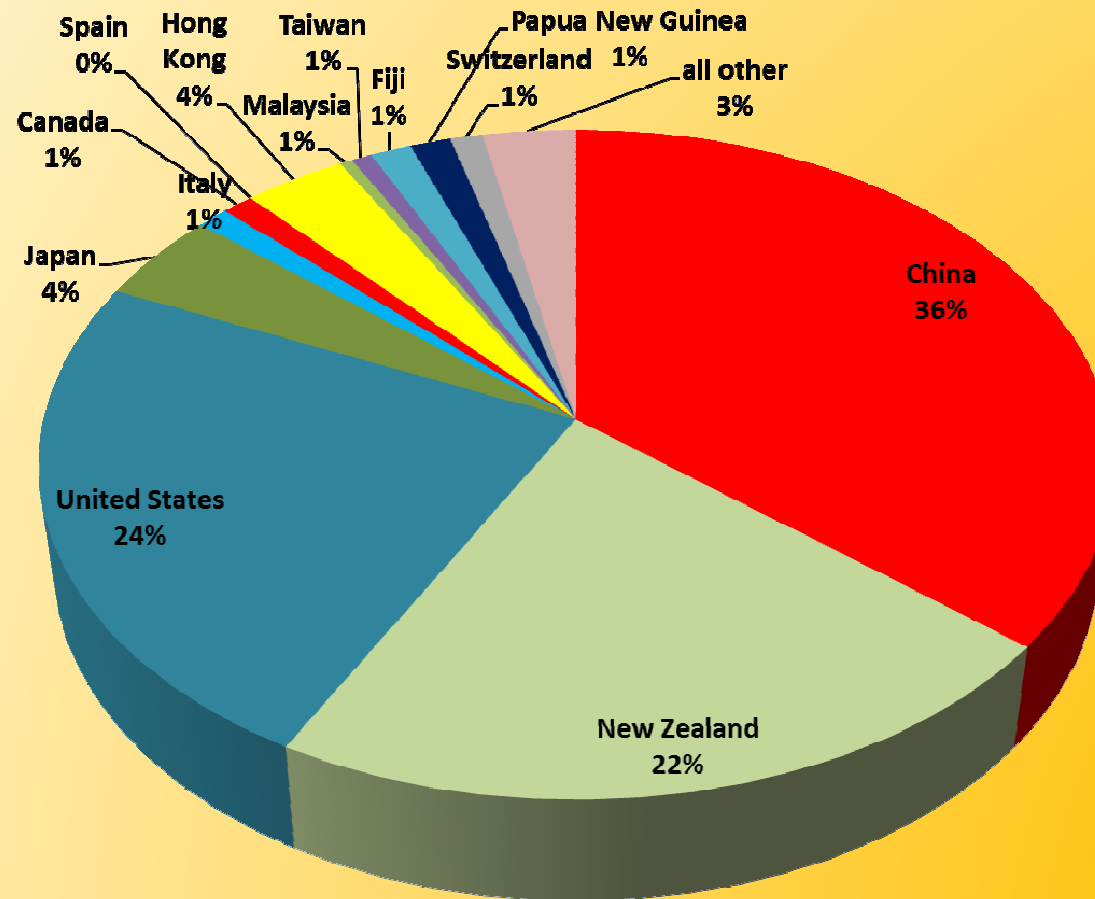
Olive Oil



OLIVE OIL LATEST ANNUAL SNAPSHOT

China was the leading market accounting for 36 % of export volume and together with New Zealand, United States and Japan accounts for 86 % of total exports. Another 24 markets account for the remaining 14 %.

OLIVE OIL Exports by market destination - 1,975 tn - 12 mths to June 2014

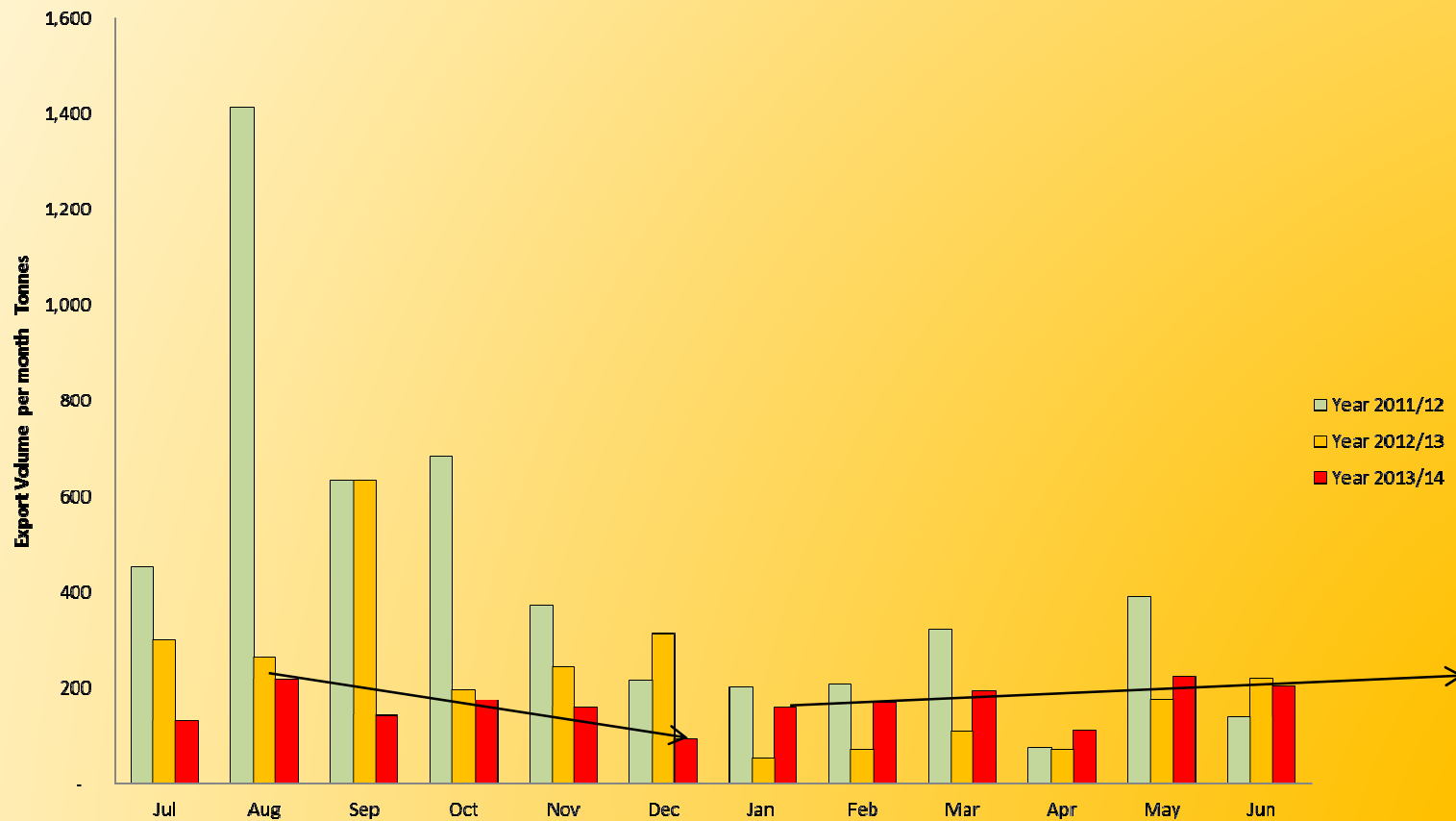


source : ABS data, Fresh Intelligence analysis

OLIVE OIL exports by month vs. last 2 year

The 2013/14 season tracked lower by month from July to December then started to recover from January to June though not sufficient to return to previous year trade levels. Also 2012/13 though was 48 % lower than 2011/12

Total OLIVE OIL exports by month 2013/14 vs last 2 years

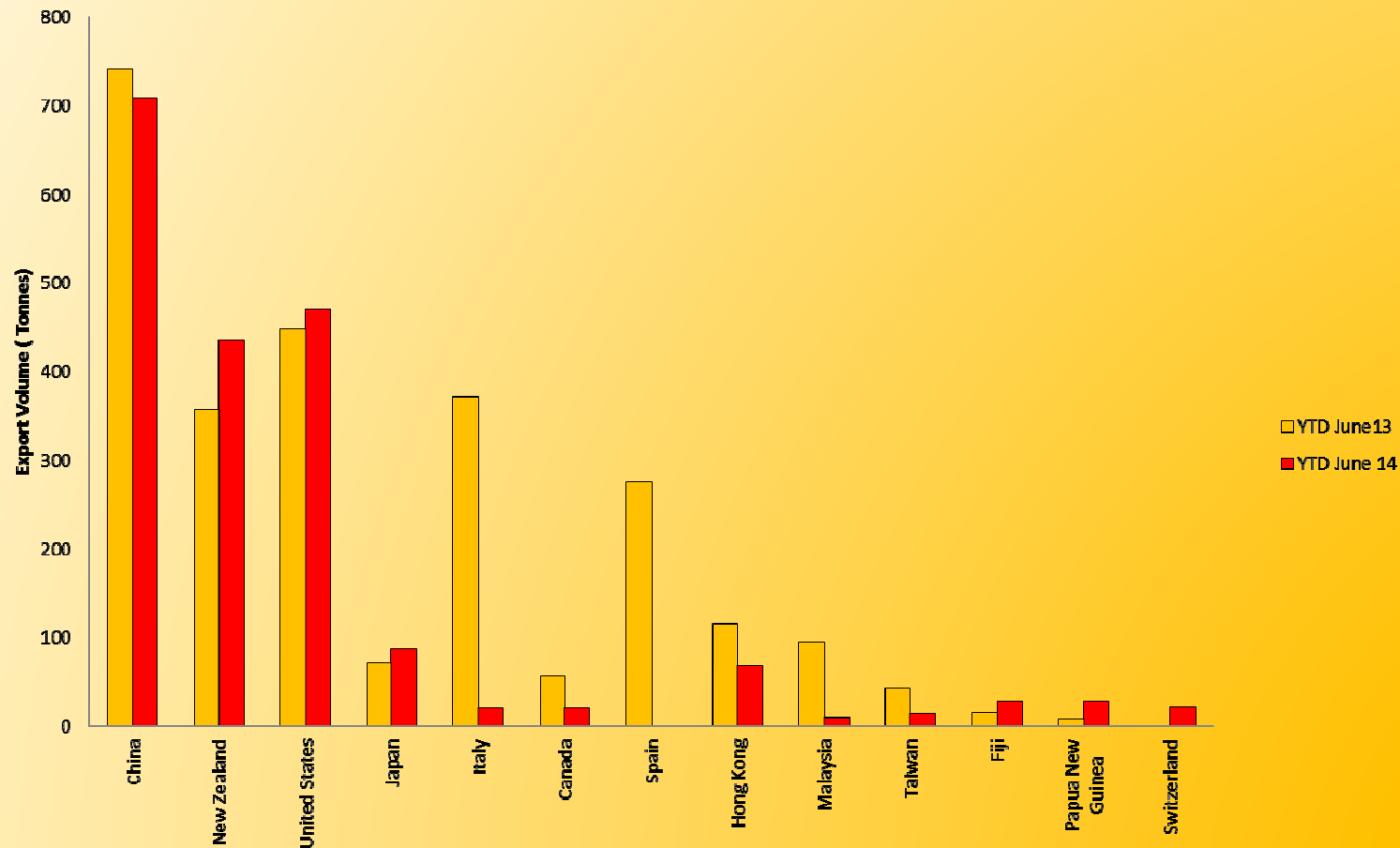


Source : ABS data, Fresh Intelligence analysis

OLIVE OIL – MARKET PERFORMANCE

Compared to last year the leading 4 markets held their volumes while Italy and Spain virtually ceased to buy any Australian oil.

TOTAL OLIVE OIL exports by market 12 months to June 2014 vs last year



source : World Trade Atlas based on ABS data; Fresh Intelligence analysis

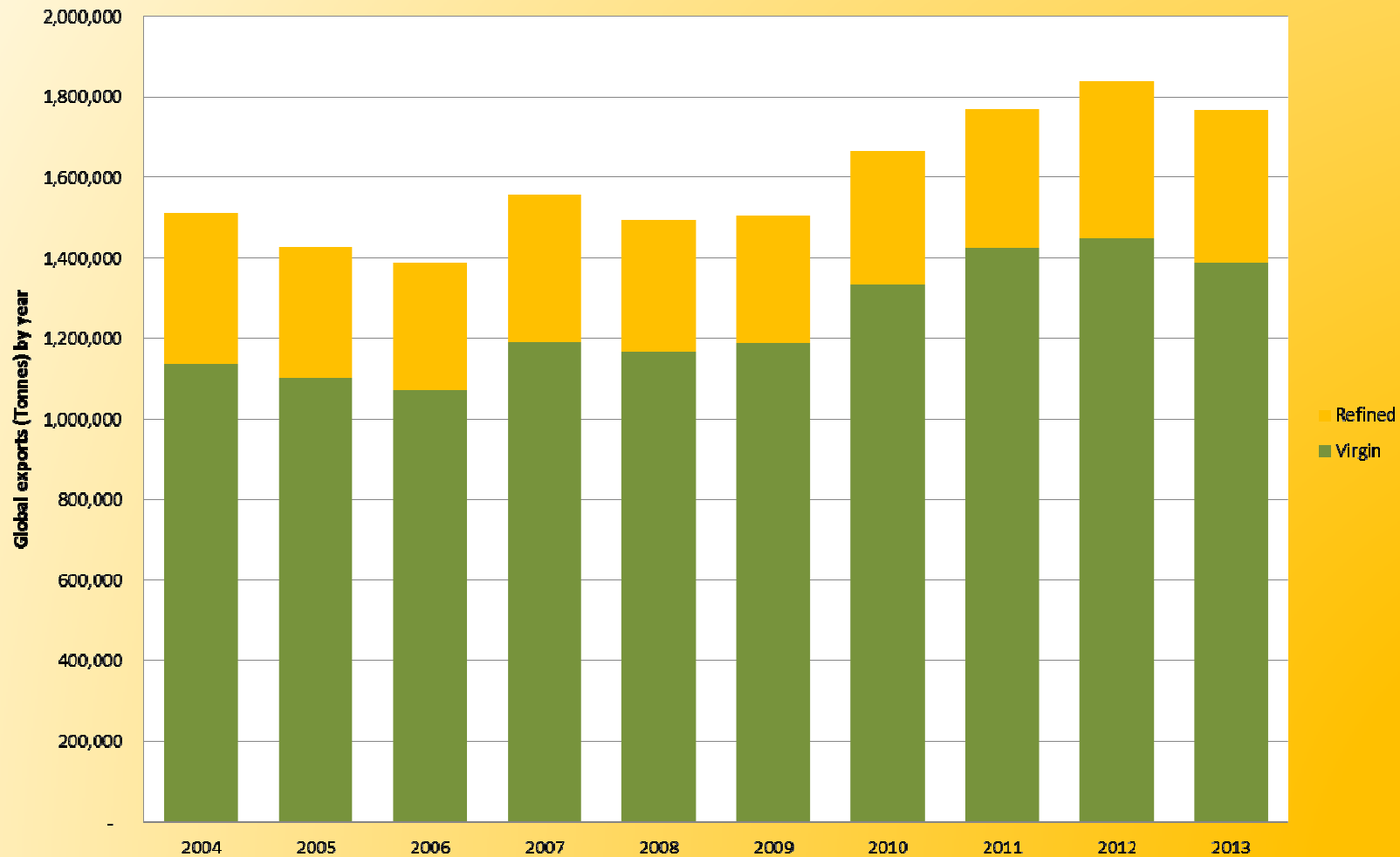
Market Share analysis - Olive Oil Market imports from competitors



OLIVE OIL – GLOBAL PERFORMANCE

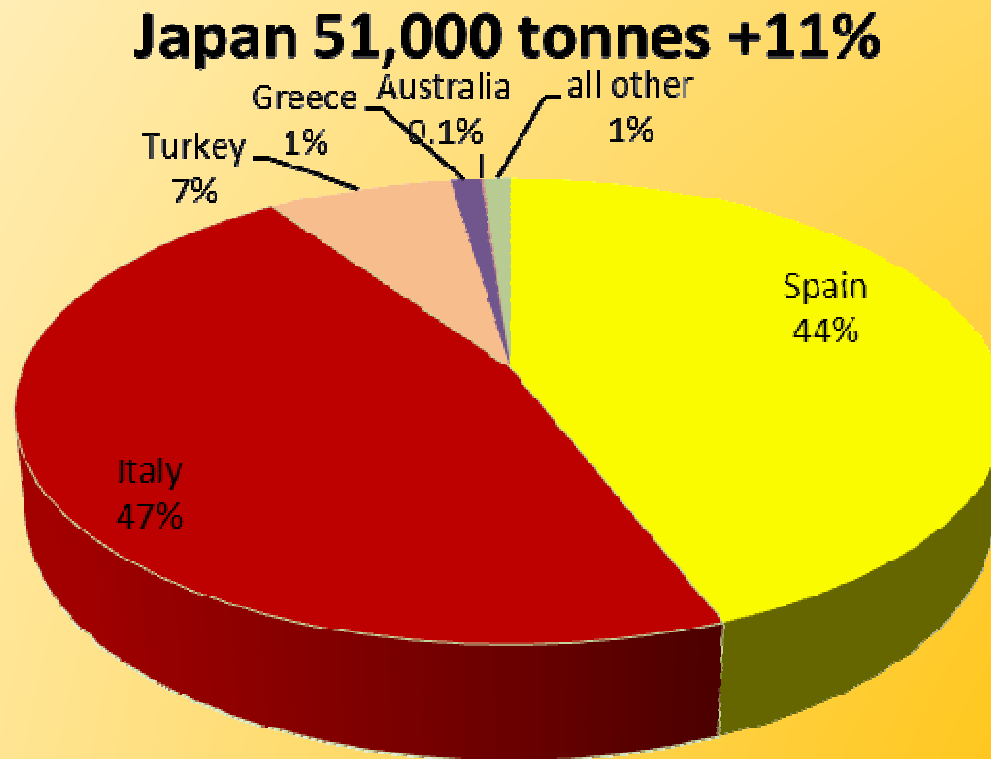
Olive oil exports from all markets has increased average 5.3 per cent per year since 2008.

GLOBAL OLIVE OIL EXPORTS 2004 - 2013



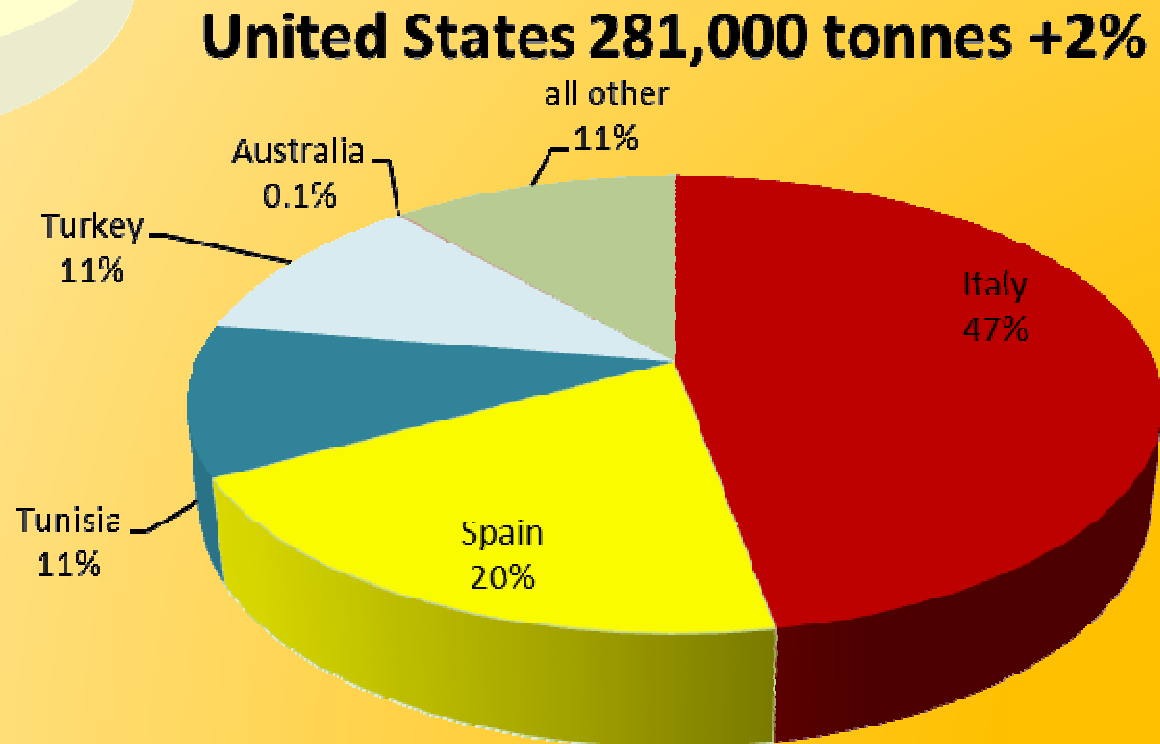
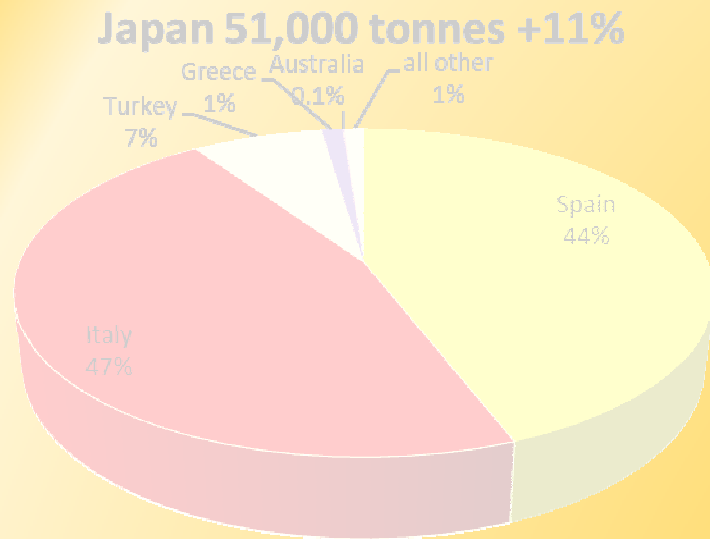
MARKET SHARES

Total Import volumes and 5 year average growth p.a.



MARKET SHARES

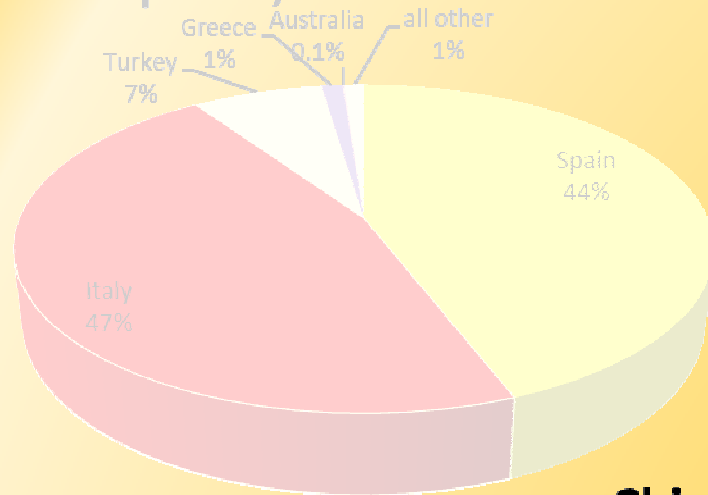
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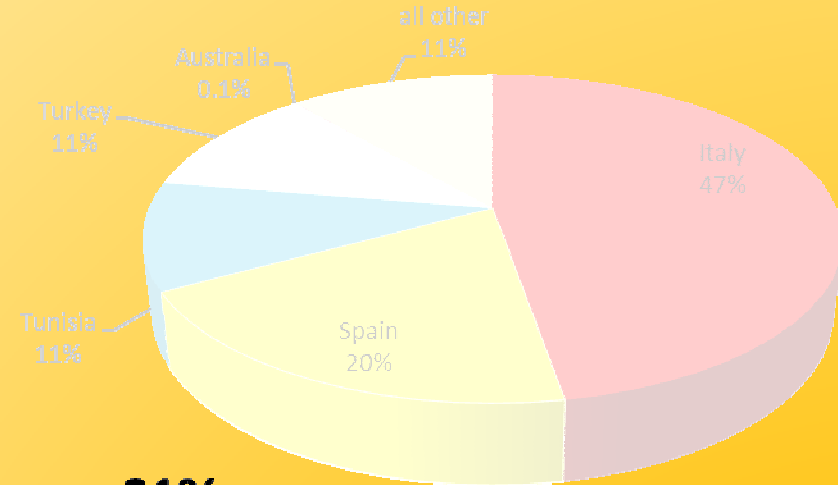
MARKET SHARES

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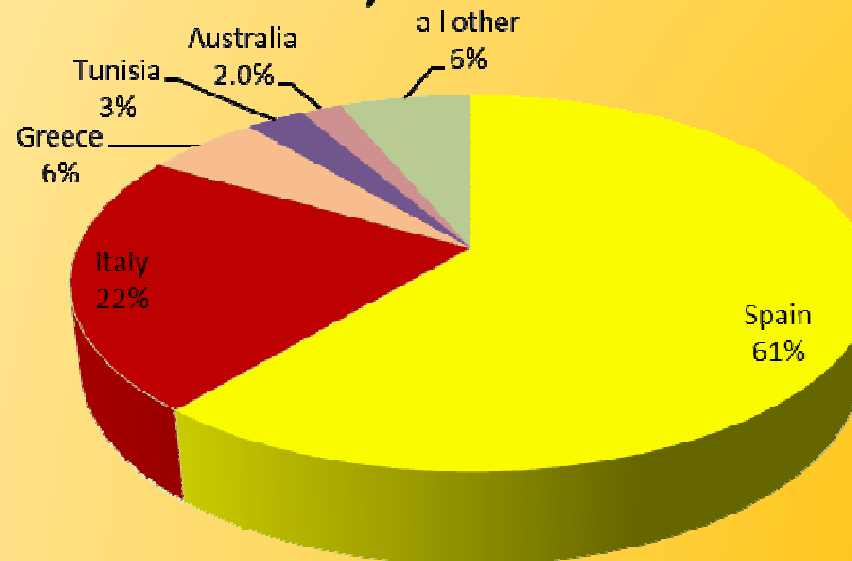
Japan 51,000 tonnes +11%



United States 281,000 tonnes +2%



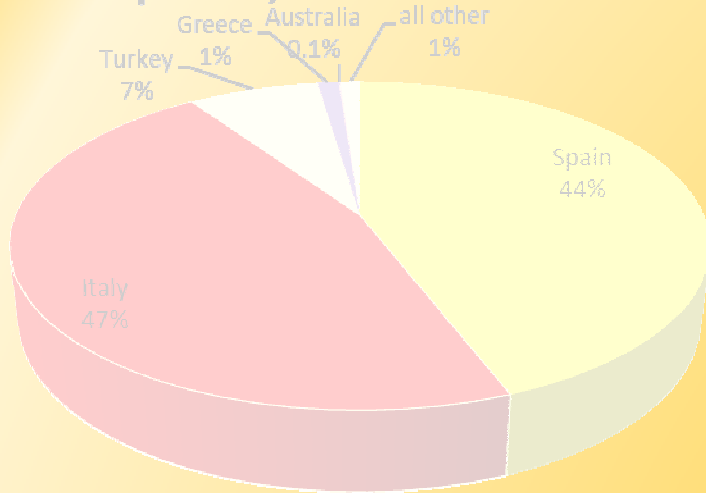
China 37,000 tonnes +31%



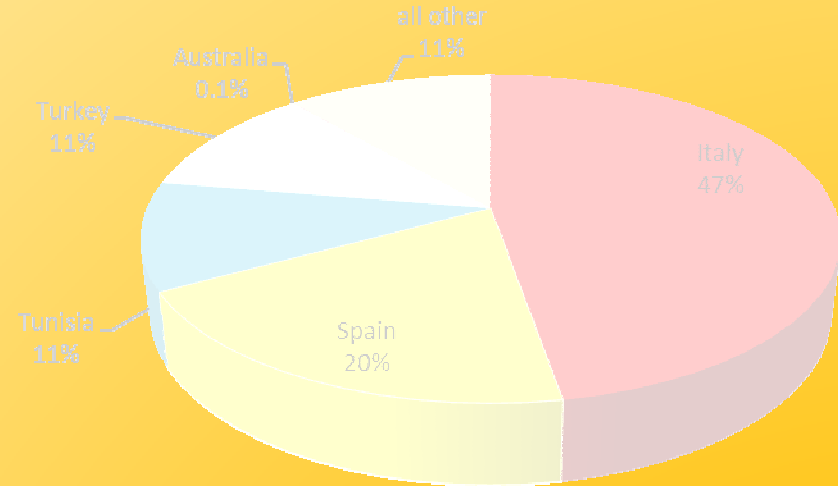
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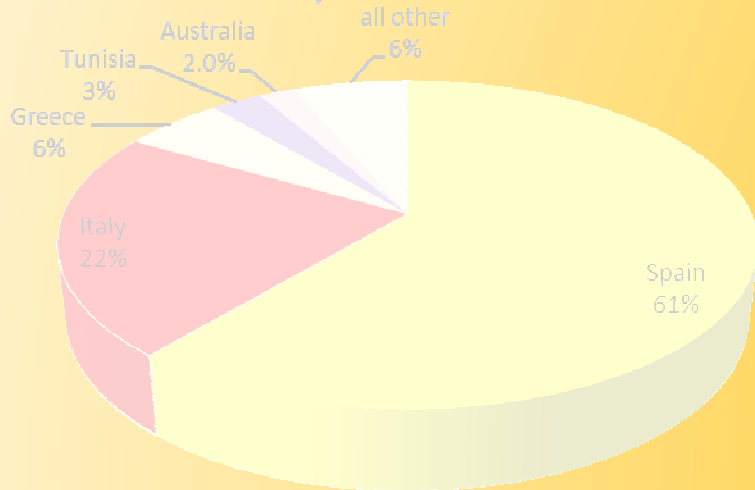
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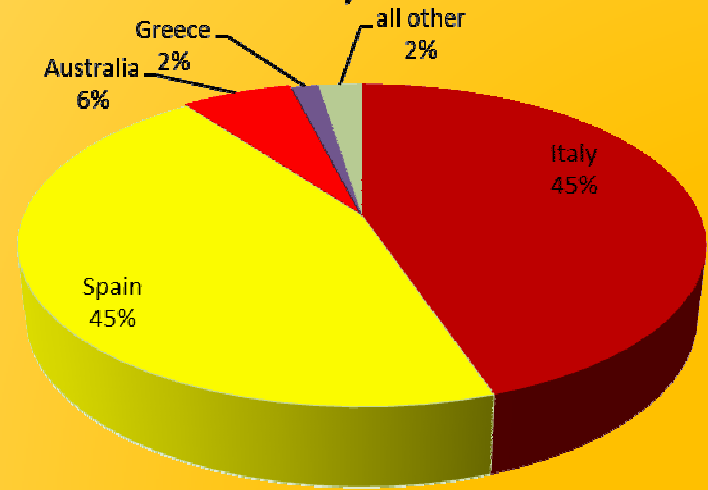
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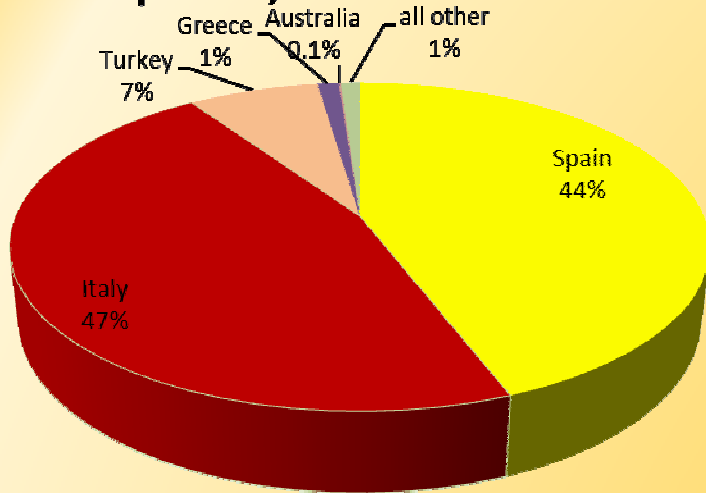
New Zealand 5,500 tonnes +4%



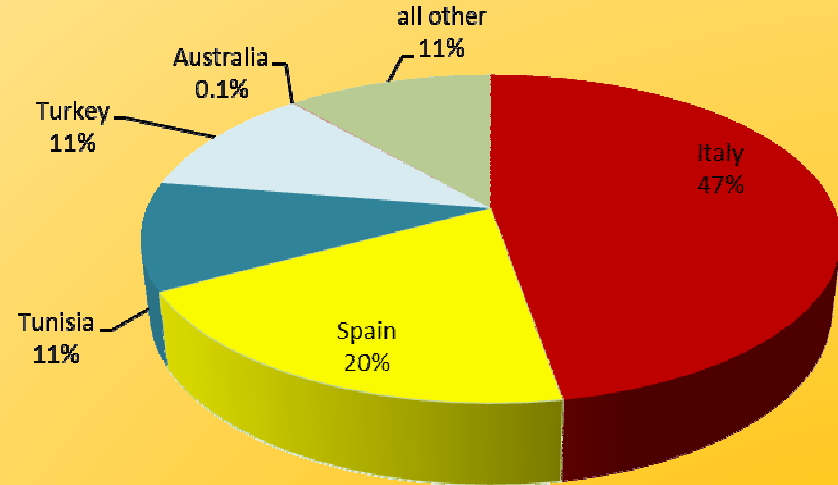
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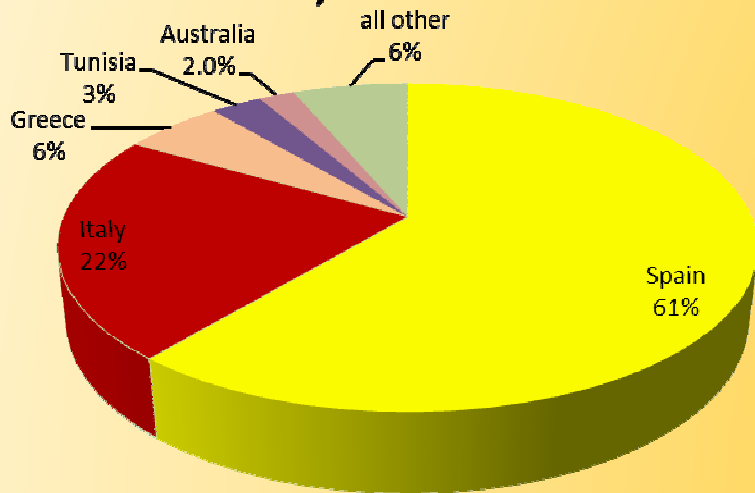
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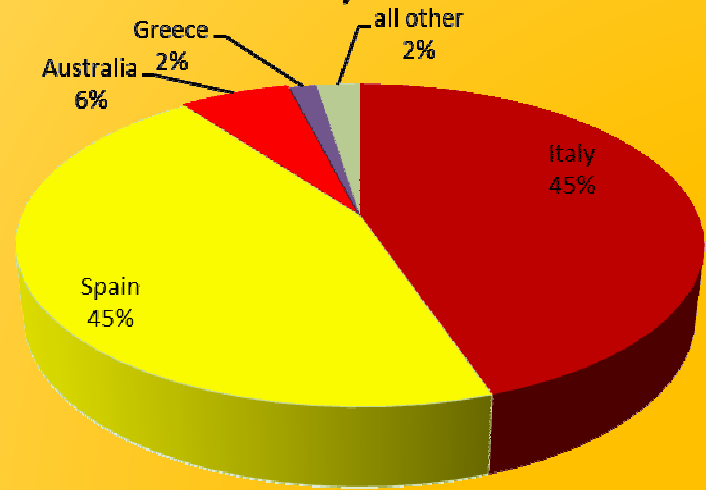
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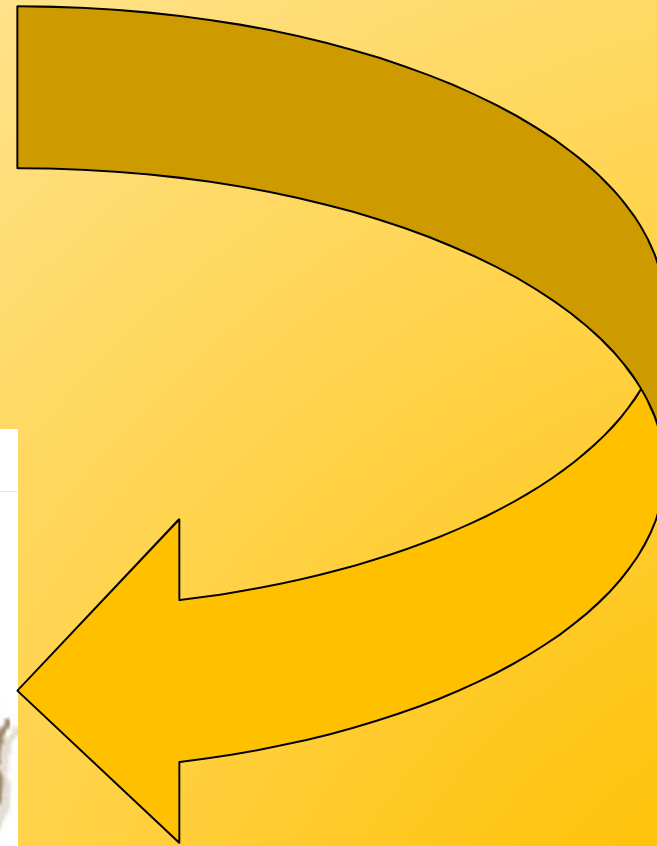
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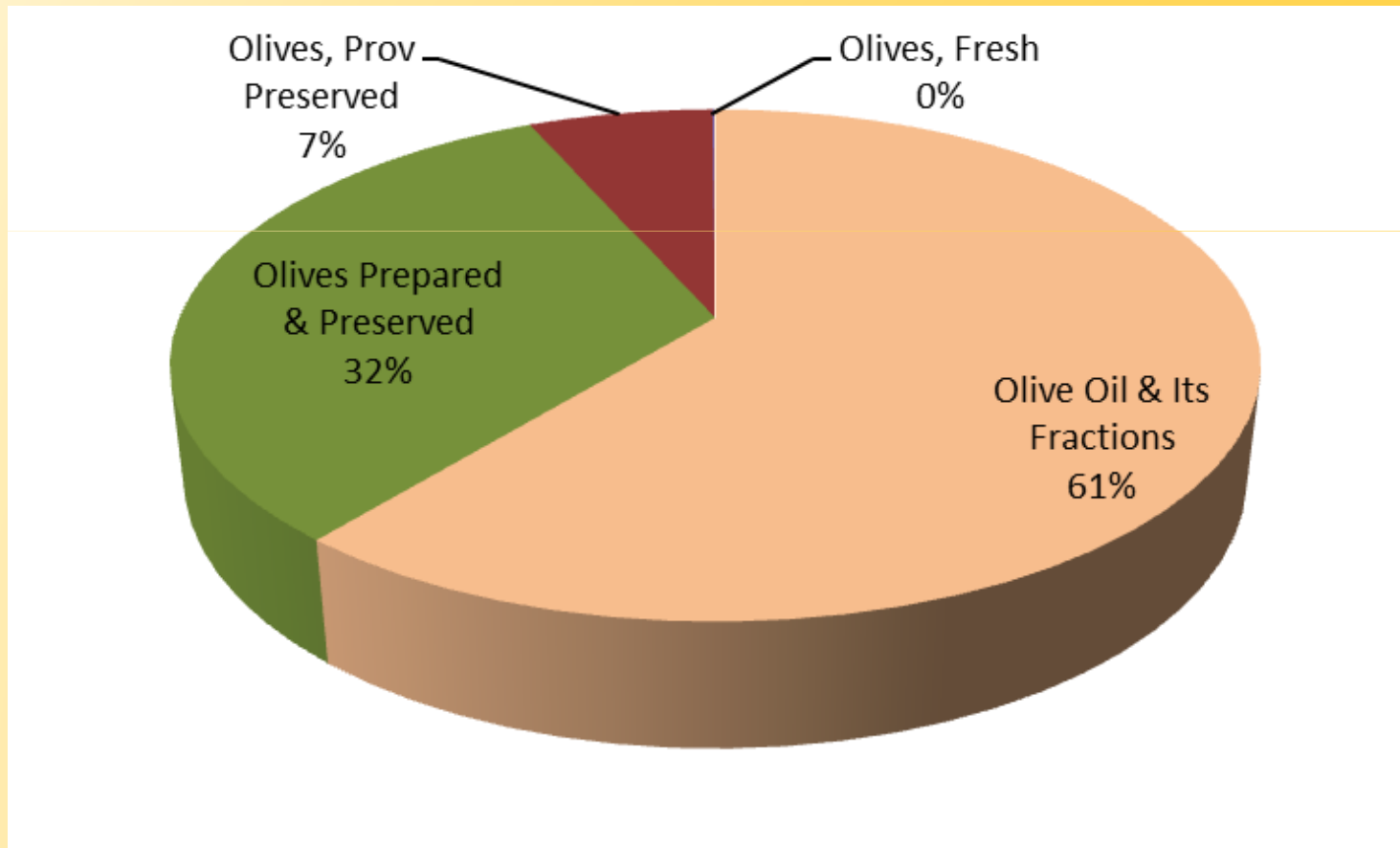
Olive Oil Imports



CURRENT SEASON INDICATORS

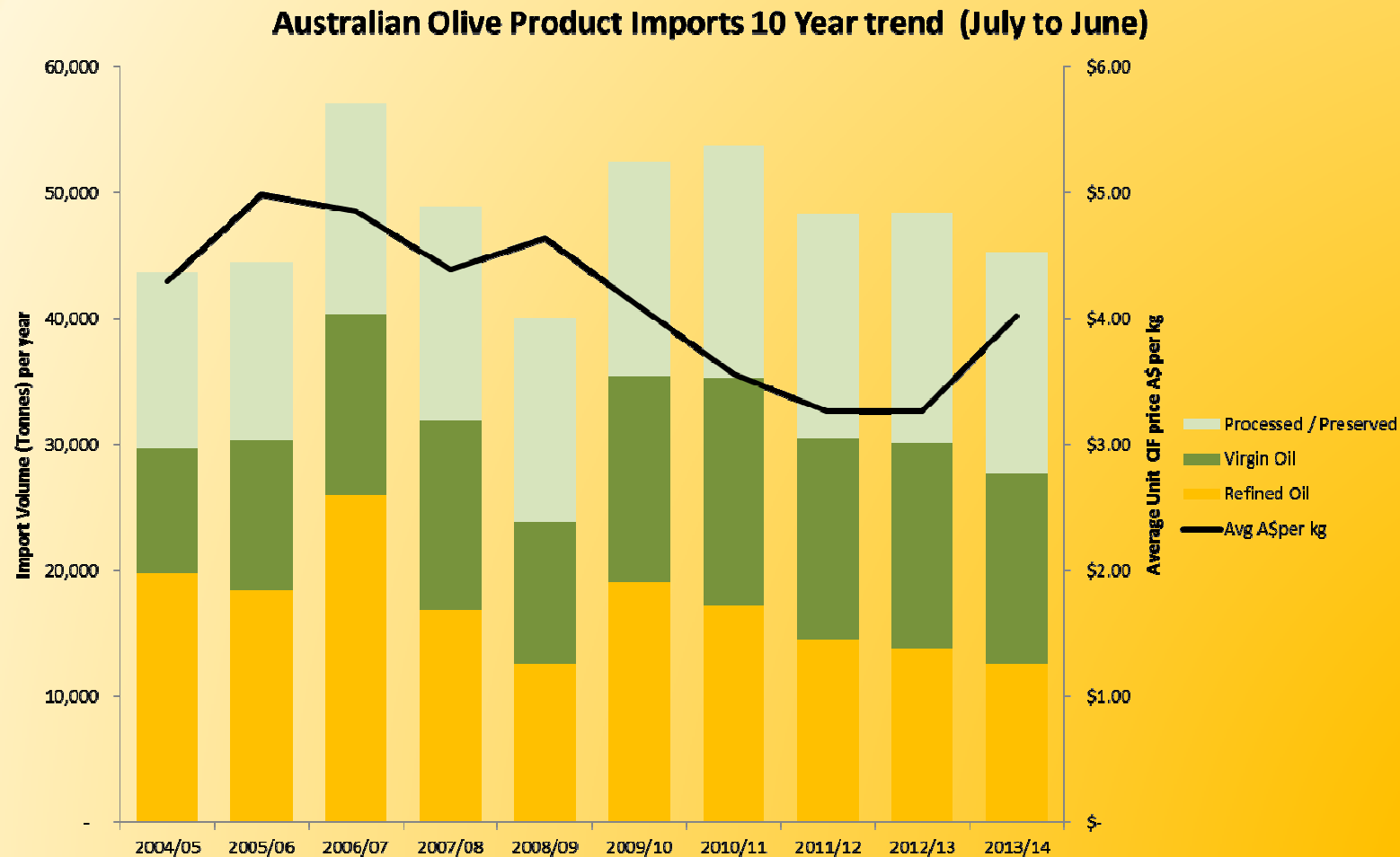
OLIVE PRODUCT **imports** by volume and value

Volume is 45,252 tonnes, 6% below last year (12 months to June 2014)
61 % volume was oil and 39 % processed or preserved



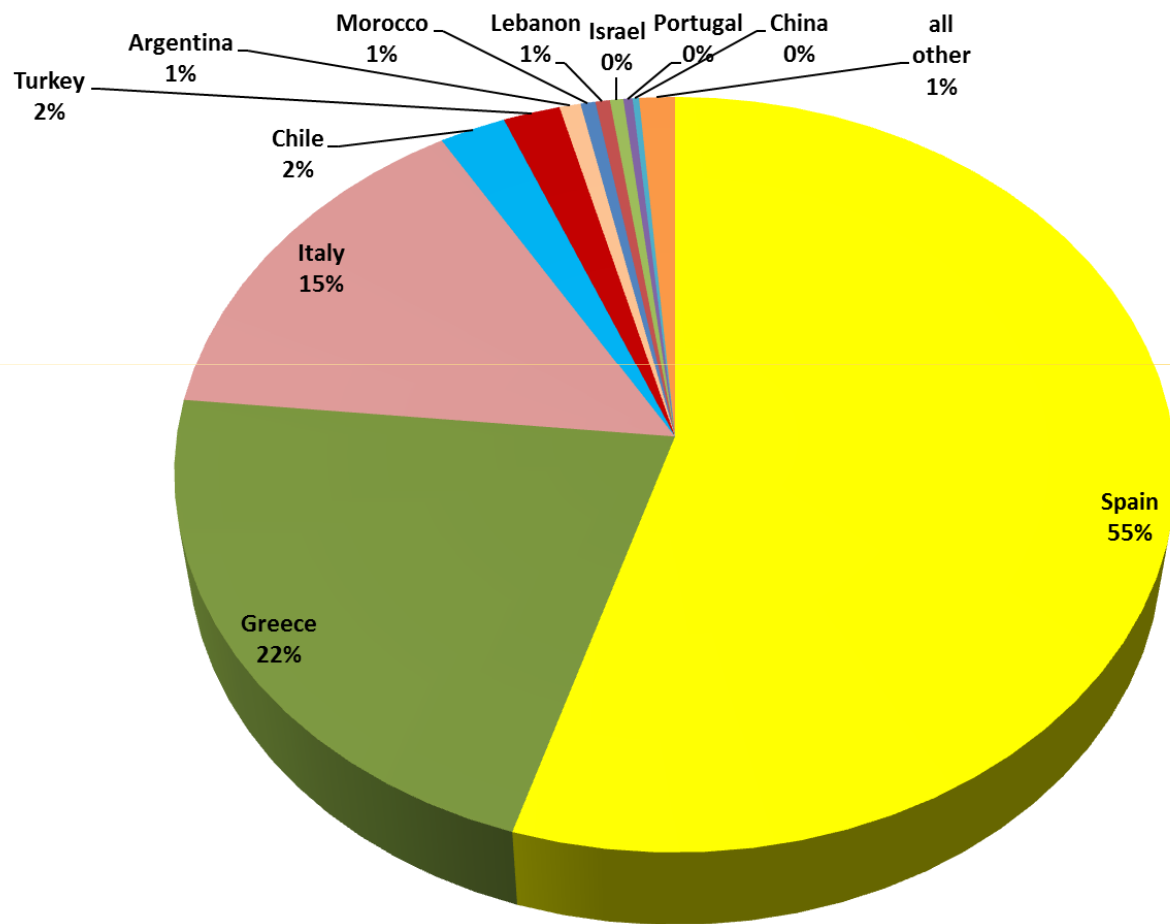
OLIVE PRODUCT LONG TERM TREND ANALYSIS

Imports of olive oil were 4 % higher in 2013/4 than a decade ago imports peaked in 2006/7 and bottomed out 2 years later. There appears only a small correlation between price and volume and low prices in 2011/12 were felt globally.



Source : World Trade Atlas based on ABS data; Fresh Intelligence analysis

OLIVE PRODUCT IMPORTS - Spain supplied 55 % of Australia's imported olive products in 2013/14 (by value) and together with Greece, Italy, Chile and Turkey the top 5 suppliers account for 96 % of olive product imports.



Source: World Trade Atlas based on ABS data; Fresh Intelligence analysis

For more information

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This report is intended for use by the Australian Olive industry to assist in understanding and measuring export performance

The information is provided as part of MT14006 Export / Import Market Intelligence project.

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