

Tomatoes star products of Italy's exports

Tomatoes and their derivatives were the star products and the point of strength of Italy's agro-food exports in 2014, totalling 1.5 billion euros in sales, reported the National Association of Italian Food and Vegetable Preserves (ANICAV).

With over 60 percent of the product earmarked for export and only 40 percent, or 2 million tons, reserved for the domestic market, Italian tomatoes continue to increase their role as the Ambassador of Made in Italy products and of the excellence of Italian cuisine around the world. According to the figures published by the World Processing Tomato Council (WPTC), 4.9 million tons of tomatoes were processed in Italy in 2014 out of the 9.8 million tons processed in all of Europe. Put another way, Italy produces 50.2 percent of Europe's entire tomato production.

ANICAV President Antonio Ferraioli said, "If we compare the figures relative to 2013 and 2014, Germany leads exports with more than 372,000 tons worth over 285 billion euros and a 20.3 percent export share, followed by the UK with 15.6 percent of exports, France with 8.6 percent and United States with 6 percent. Japan ranks fifth with a 5.6 percent share worth 85 million euros. Russia is among the fastest growing new markets, with a 17.2 percent higher import capacity.

The most popular products worldwide are whole or cut peeled tomatoes, with almost 2 million tons earmarked for export and the value up 6.1 percent from 2013. This stands to prove that consumers opt for quality also during a period of crisis. As for new markets, peeled tomato exports increased especially to Asian countries, recording a 6 percent rise.

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