

## A study predicts a fall by 10% in productivity per hectare in olive groves worldwide

**According to a research work developed within the Olive, Olive Oil and Health MBA - developed under the scientific prescription of professor and strategic consultant Juan Vilar, within the line of investigation "Competitiveness and traditional olive" that he directs-, global production of olive oil in the current season will exceed 2.9 million tons, which means a drop in productivity per hectare (from 285 to 256 kg. on average) of just over 10%.**

According to this report, the situation by continent is uneven, and in the case of Africa, the average productivity per hectare is more than 60% below the average, registering a fall that exceeds 15% regarding the last campaign.

As for America, this data is below average over 27%, while experiencing an increase for that magnitude of more than 5% compared to last season.

Asia falls by 24% and its position regarding the average is lower by 15%; while Europe and Oceania surpass the average in a solvent way, although this supremacy in the case of the oceanic continent reaches almost 100%, according to this study, which details that Europe also experiences a productive decline compared to last year of almost 8%.

According to the director of this research study, Juan Vilar, "regarding Spanish olive groves, productivity is not a pending subject, since it surpasses excessively the average (more than 100% above it), however we can not ensure the same regarding competitiveness, the main Achilles' heel of our productive sector."

Juan Vilar, strategic consultant since the beginning of the year, has served on various boards of directors, in addition to having held various management and representation positions in the last 16 years. He is also a permanent professor in the area of knowledge of business organization at the University of Jaén (UJA) and an international expert in olive oil economics.

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