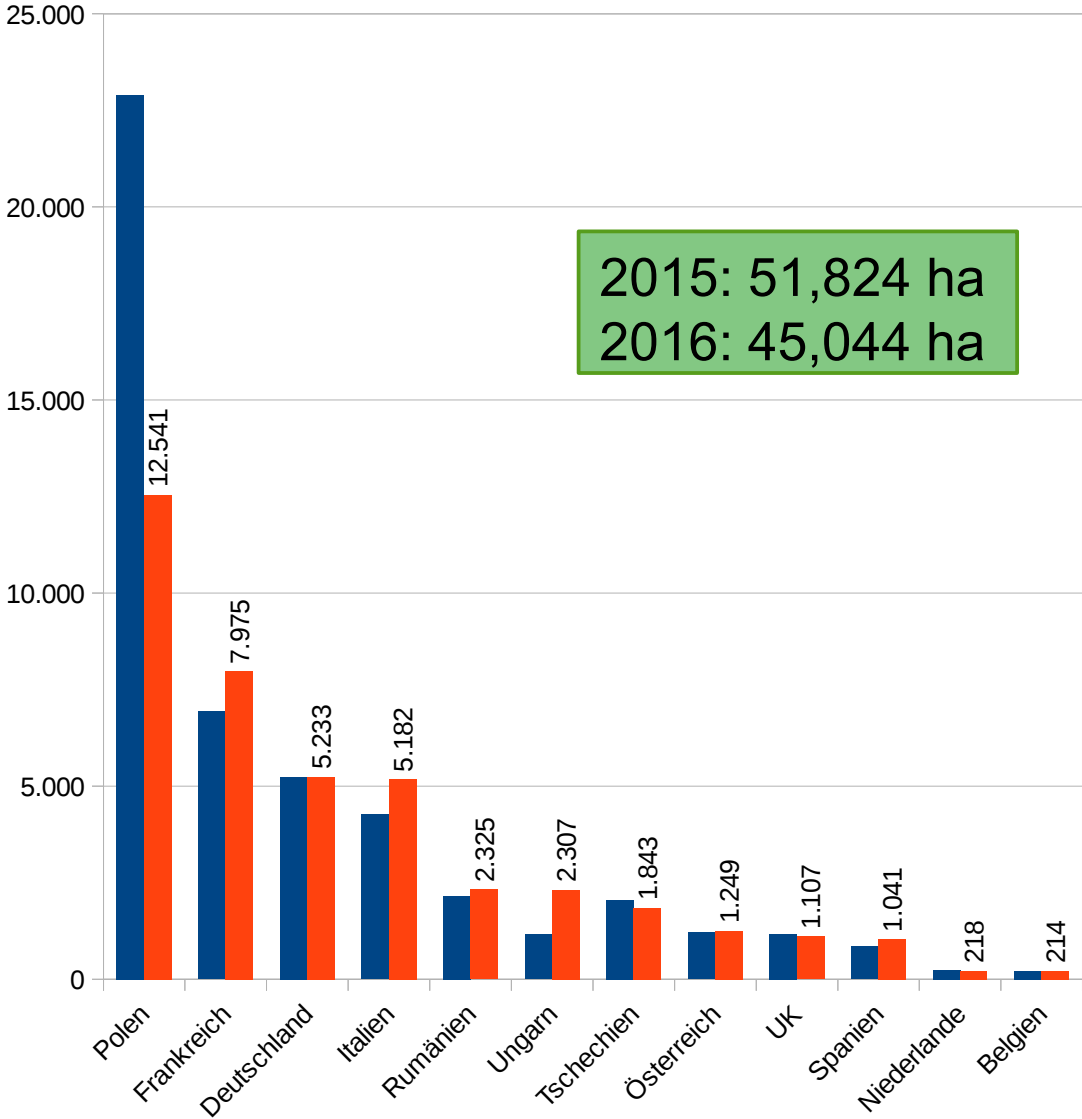


Organic apple market 2018 in the European Union

Fritz Prem
president of Europäisches Bioobst Forum
(EBF)

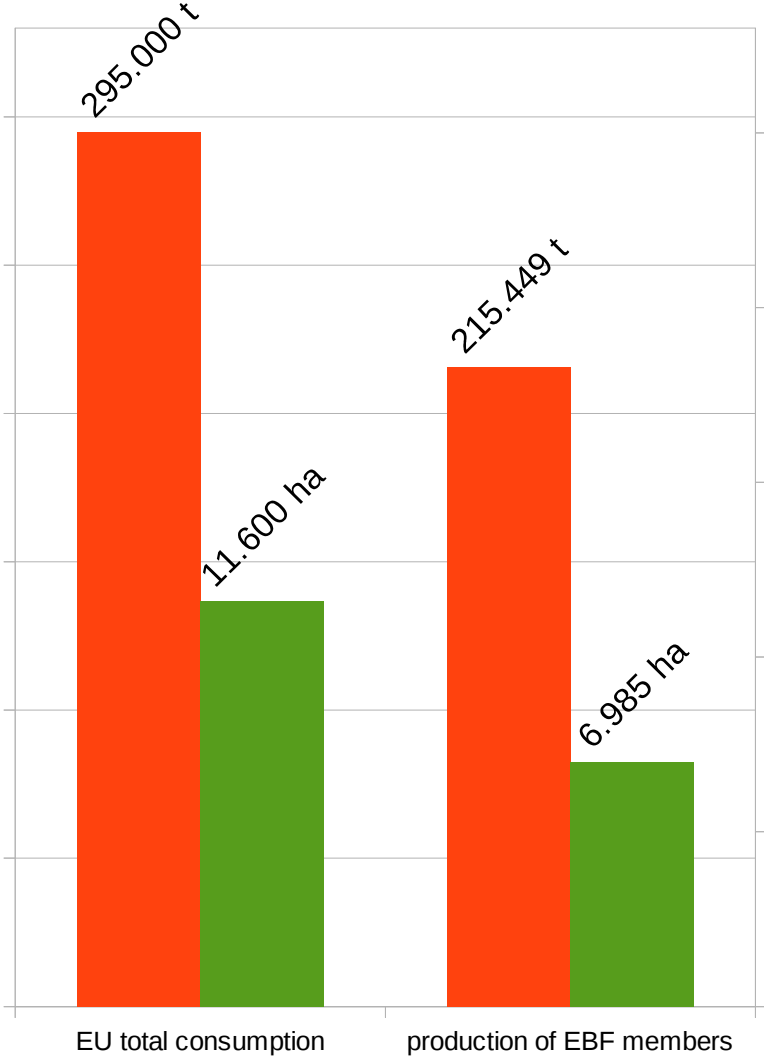


Eurostat Statistic and real quantities of freshfruit organic apples on the market



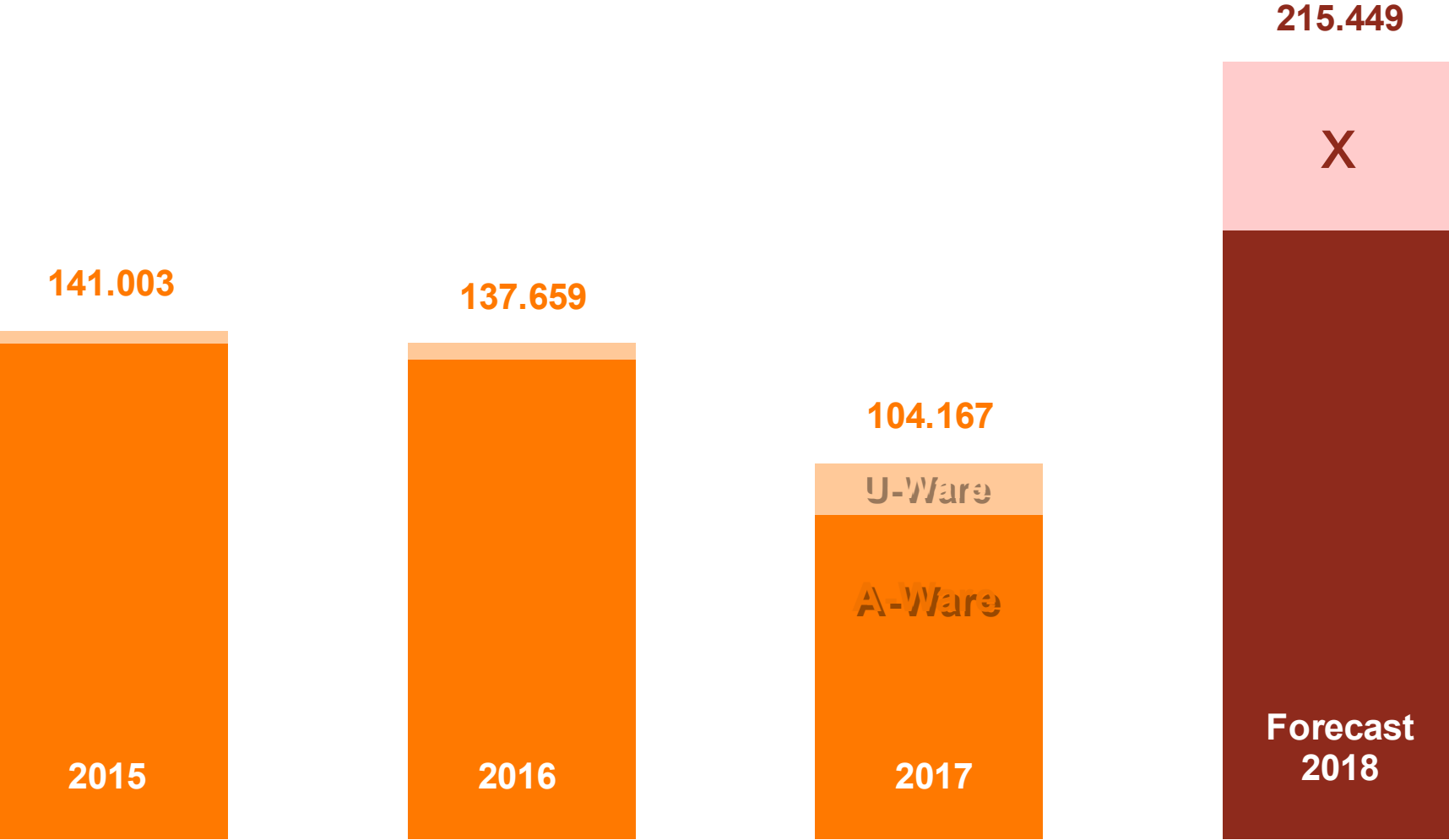
Source: Eurostat

EBF - we know a lot about organic



Source: EBF/AMI

Organic apple forecast 2018 – EBF members

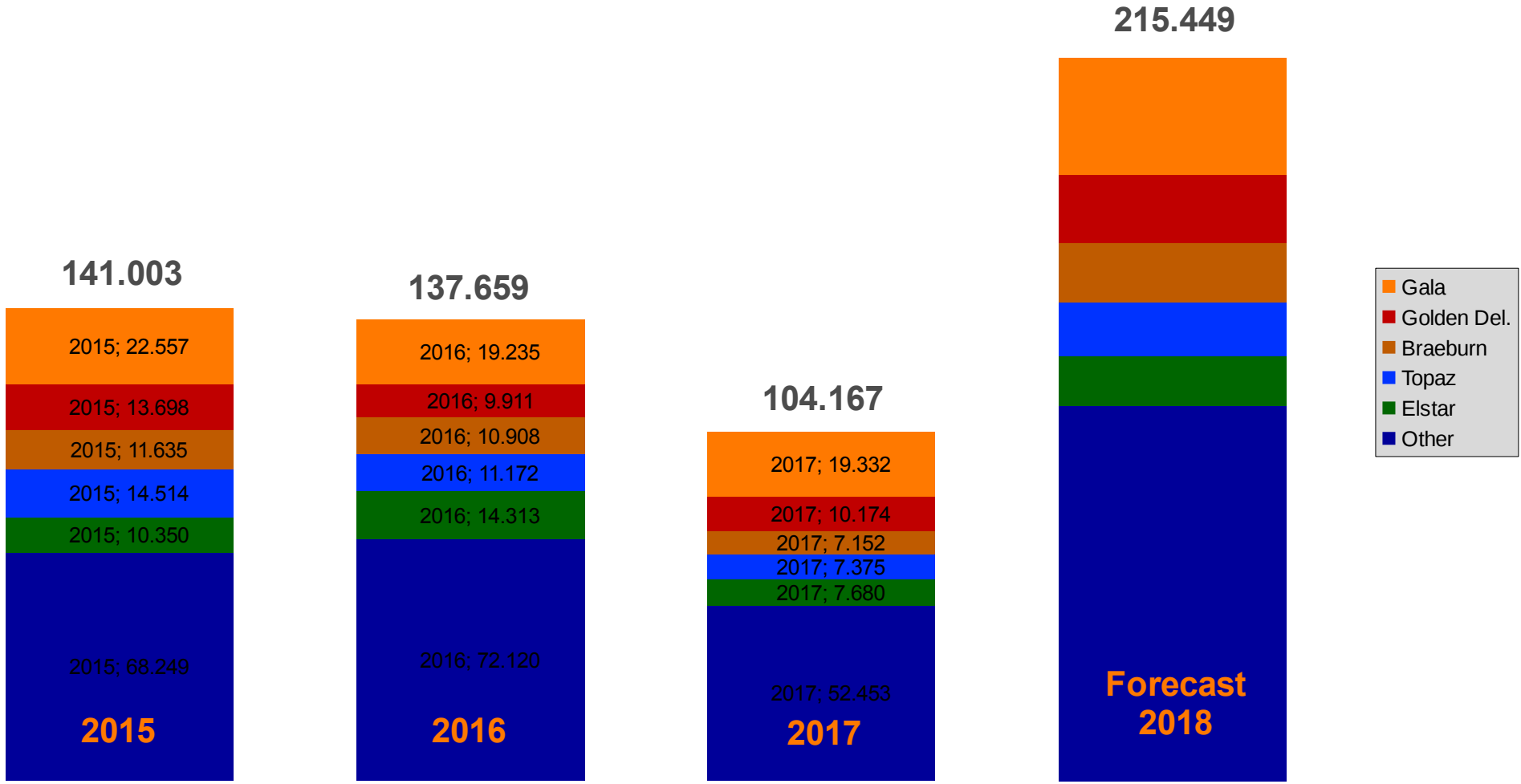


Source: EBF/AMI

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[AMI 2018.08.06]

Organic apple varieties



Source: EBF/AMI

Situation 2018



- After 2 years of frost (atypical seasons) a normal year
- Harvest 2018: +20% at harvest 2015 (last normal year)
- Annual increase in organic market share +7% (3 years: 21%)
- Most of the conversion apples sold in 2016 and 2017
- In season 2018 mainly no conversion apples for organic market

Organic price level 2018

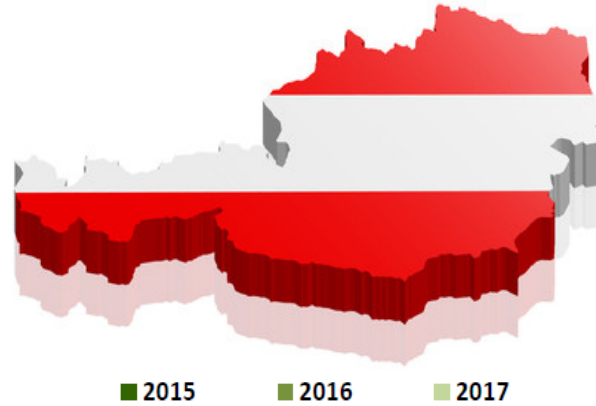
will be between season 2016 and 2017

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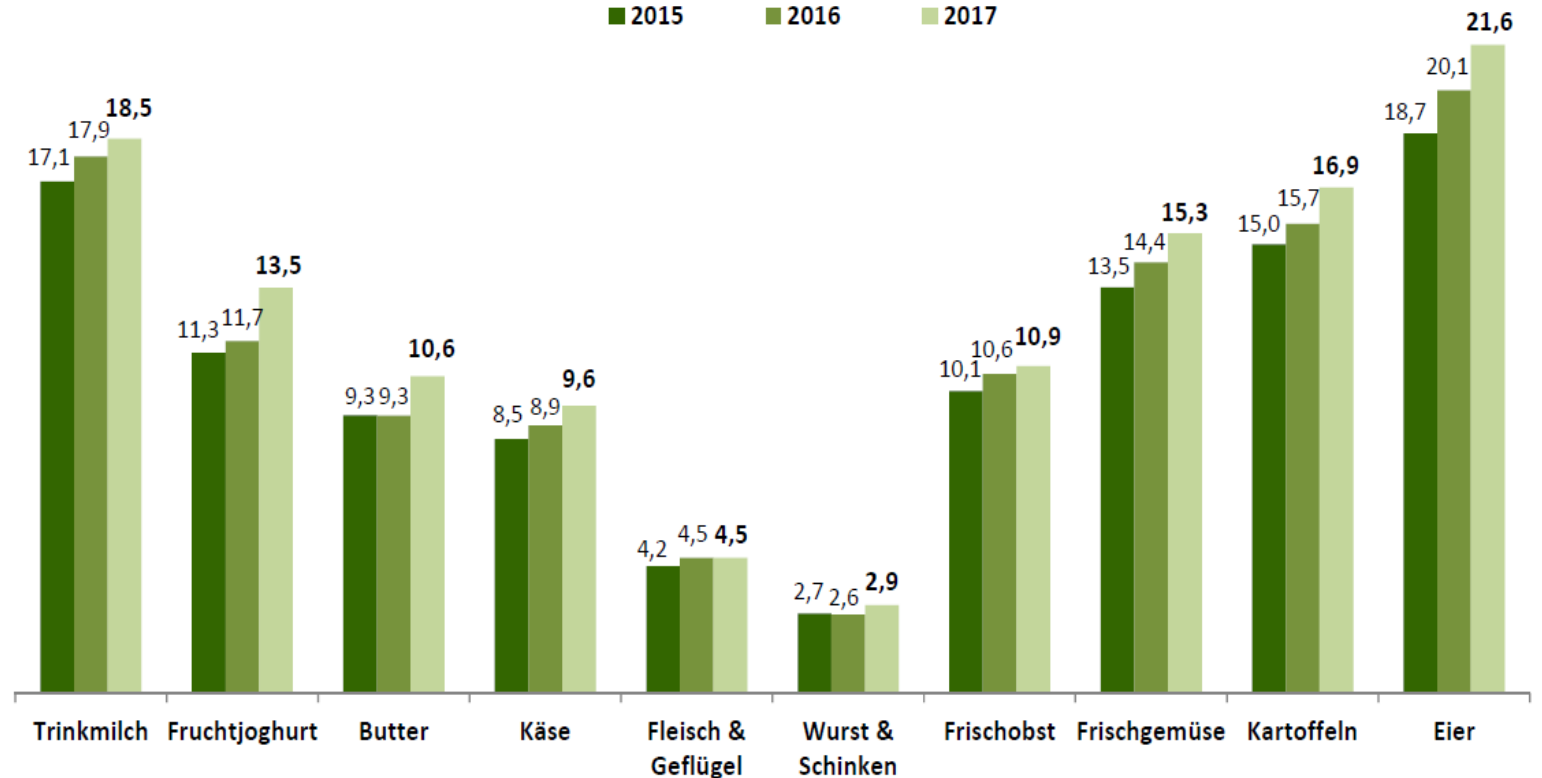
How will the range of organic products in Europe continue to develop?



as an example: Austria



25% of all farmland is organic

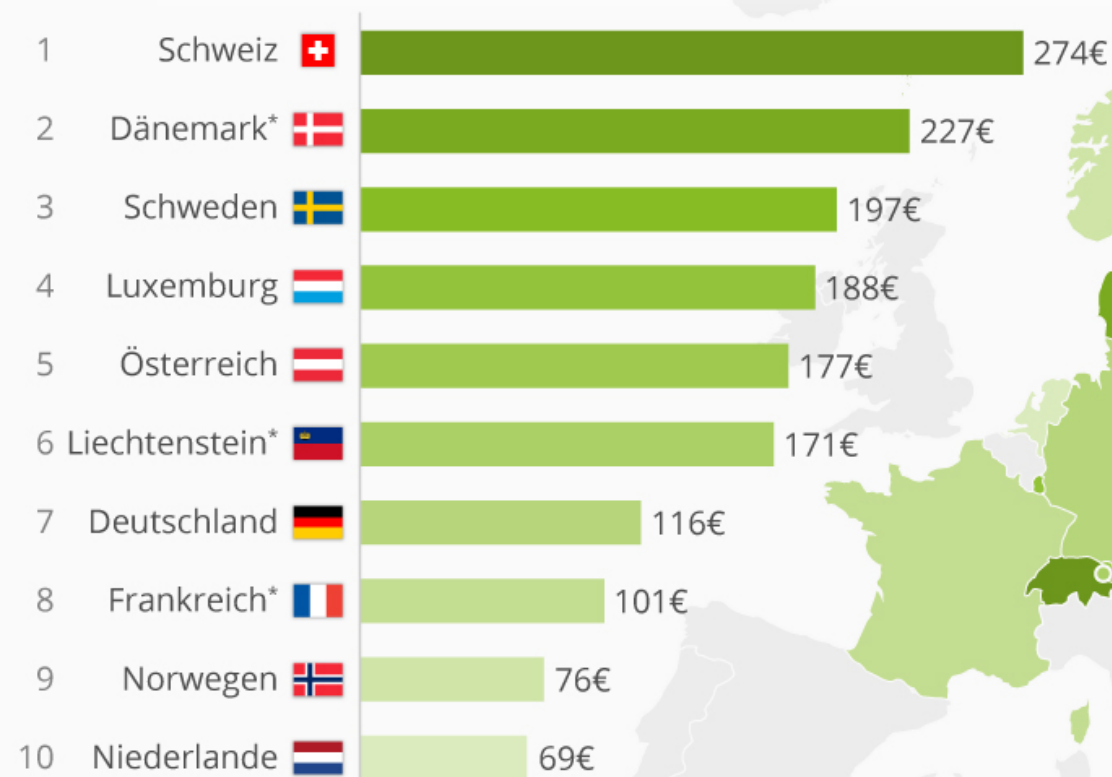


In the future: countries with growth potential



Wo am meisten Bio gekauft wird

Pro-Kopf-Umsatz mit Bio-Lebensmitteln in Europa im Jahr 2016



* 2015

Quelle: Bund Ökologische Lebensmittelwirtschaft

statista

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New EU organic regulations: effects on the market



- New version is in the final version
- Far-reaching possibilities for the safety of organic products
- Strong measures for traceability and against fraud
- Organic will continue to be an overall process in the future and will not only consist of laboratory controls
- Good prospects for honest production

Europäisches Bioobst Forum European Biofruit Forum



Thank you for your attention!



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