



First half of the year: increased export of Italian deli meats

First six months for deli meats export has positive balance in 2014: according to data compiled by ASSICA and based on Istat ones, products of Italian charcuterie share touched 70.630 tons (+ 7%), that are 590,8 million euros in value (+8,4%).

This result confirms the trend of the first quarter and the acceleration of the sector's performance in 2013, despite a context of increasing non-tariff barriers (in important markets like the US and Russia). The sector has performed better than the food sector in general (+ 2,9%) and compared to Italy's total exports (+ 1,4%).

"We are pleased by this result, which testifies how appreciated our deli meats are in the world. A result that can be considered very hard to reach, if we consider that in the second half of this year we'll see the serious consequence of the war of EU sanctions against Russia, as well as the persistence of trade barriers that continue to limit exports to some major markets like the United States, Brazil, China, and others. Assica will always fight to eliminate these barriers. Exceeding these limits, often pretentious, it is also the only way to grow for the industry of deli meats", said Lisa Ferrarini, President of ASSICA.

Given this performance in exports, imports showed an increase, showing a 16,9% in amount to 24.284 tons and a + 11,8% in value to 91,5 million euro. Also in this case, however, the data appears influenced by an error in the import of cooked hams from the UK (which increases by more than 3600% in quantity and 25% in value, with an average price per kg equal to an "improbable" € 0,29). If we don't consider the UK data, the growth in imports is set to 11% in quantity.

The trade balance of the sector has still an increase of 8% to 500 million euro.