



Unión Europea
Fondo Europeo Agrícola
de Desarrollo Rural

The value chain in the Spanish table olives industry. 2008/2009 season



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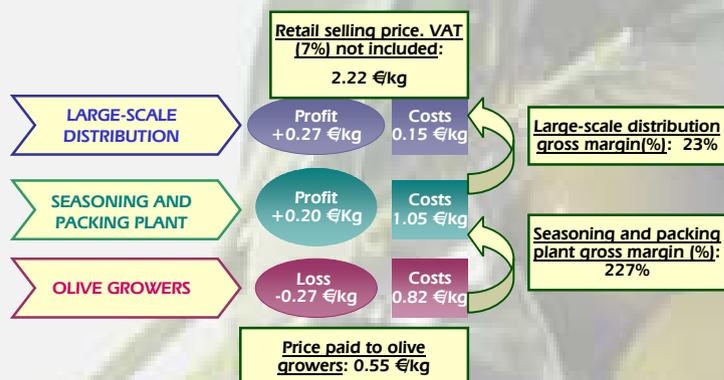
OBJECTIVE

The main objective of the value chain of the table olives industry is to increase transparency in the food market. This is done through the knowledge of the mechanisms of price formation, costs and profit margins at each point in the distribution. For this purpose, an analysis of the value chain of the two types of table olives mainly consumed ("anchovy stuffed manzanilla green olive" and "hojiblanca black olive") has been carried out.

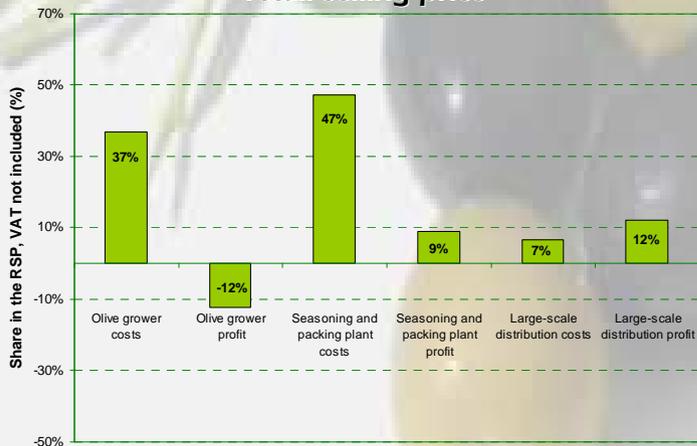
Value chain players



Prices, Costs and Margins of the anchovy stuffed manzanilla green olive value chain



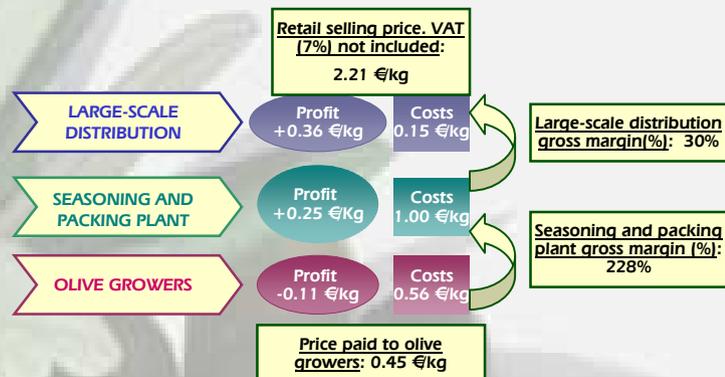
Share of the different links of the chain in the retail selling price



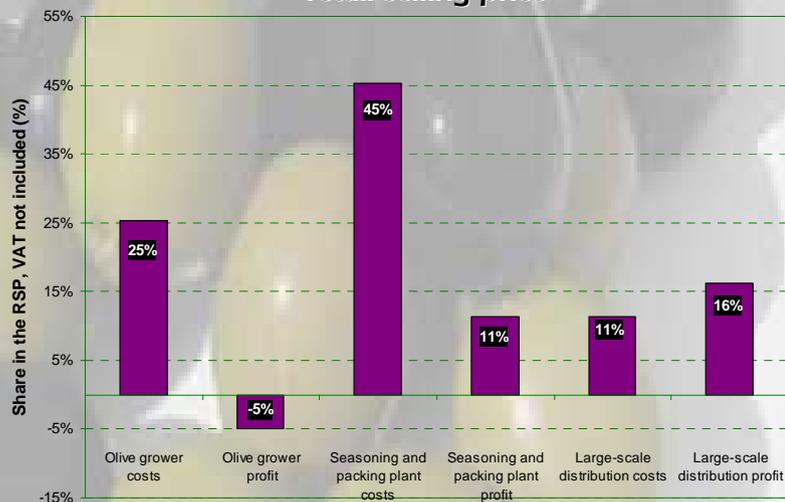
Gross margin (%): Percentage increasing the purchase price between two links.
 $TM = ((\text{Sale price} - \text{buying price}) / \text{buying price}) * 100$

Net profit margin: Result of discounting the mark-up costs incurred in marketing.
 $PM = ((\text{sale price} - \text{buying price} - \text{costs}) / \text{buying price}) * 100$

Prices, Costs and Margins of the hojiblanca black olive value chain



Share of the different links of the chain in the retail selling price



- The set of cumulative costs along the anchovy stuffed manzanilla green olive value chain represents approximately 90.8% of the retail selling price (VAT not included) of packed table olives sold to consumers and, 84.4% of the RSP, VAT included (7%).

- The set of cumulative costs along the hojiblanca black olive value chain represents approximately 77.5% of the retail selling price (VAT not included) of packed table olives sold to consumers and, 72.0% of the RSP, VAT included (7%).