

ITALY COUNTRY REPORT

IPA Congress 2026 — Modena, Italy

Cooperativa Modenese
Essiccazione Frutta
www.montere.it



MONTERÉ: THE ONLY ITALIAN PRODUCER OF PRUNES

MonteRé is the commercial brand of the **Cooperativa Modenese Essiccazione Frutta**, founded in 1967 by 16 growers in the Modena area with the goal of establishing prunes cultivation in Italy.

20

Grower Members

530

Hectares of Orchards

1967

Year Founded

- The Only Italian company specialised in growing and processing prunes
- A founding member of IPA since 1990s – Italy's sole domestic producer
- Certifications: ISO 9001 · ISO 22005 (traceability) · Organic · IFS Food



PRODUCTION AREAS

Italy's total plum orchard area:

530 ha

Total orchard area

458 ha

In production

72 ha

In training (2022–2025)

Growing zones across Italy:

NORTH — Emilia-Romagna

Main production zone

CENTRE — Tuscany, Abruzzo

Central zone

SOUTH — Molise, Basilicata

Southern zone

Future expansion is possible subject to building permits for new drying facilities.



PRODUCTION AREAS – MAP

Emilia Romagna: 269,97ha;
Tuscany: 107,90 ha;
Abruzzo: 11,63 ha;
Molise: 37,12 ha;
Basilicata: 99,25 ha;

Total: 525,87 ha

HARVEST & PRODUCTION 2025



Volume

2,000 tonnes produced in 2025 — a record result for MonteRé.

Total orchard area: 530 ha
(458 ha in production,
72 ha in the training phase).



Quality

High sugar content and healthy produce throughout the season.

Central Italy recorded lower yields due to cold temperatures following spring 2025 flowering period.



Geography

North (Emilia-Romagna): main production zone with more than 1,000 tonnes.

Centre (Tuscany) and South (Molise, Basilicata): secondary zones.

The Italian market

Consumption
~9,885 t

Dried plums consumed per year in Italy

- Market stable in volume — no significant growth trend
- Growing consumer interest in premium and health-positioned products
- Discount channel gaining significant shares vs. traditional supermarkets

Supply Gap
~2,000 t
Italian production

~7,596 t
Imported
(77% of demand)

- Chile: Main import origin
- USA / California: Significant supplier
- France (Agen): Growing presence in Italian market

PRICES & DISTRIBUTION IN 2026

Retail Prices

- Retail prices are in line with the previous year
- Occasional downward pressure from low-cost products from overseas countries
- Overall volumes are not growing – competition on price is intensifying

Distribution Channels

- Significant and continued growth of discount retailers
- Traditional supermarkets losing share – some showing signs of difficulty
- Discount channel expanding its share in the dried fruit category

STATISTICAL DATA – ITALY

TONNAGE FLOW (tonnes)

Year	Crop	Imports	Exports	Domestic Market
2021	964	8,025	423	8,766
2022	1,860	9,118	393	10,385
2023	1,450	6,752	296	7,756
2024	1,600	8,010	268	9,292
2025	2,000	7,596	411	9,885

PRODUCTION FORECAST (tonnes)

Year	Current	Forecast (+5y)
2021	1,544	2,500
2022	1,532	2,500
2023	1,740	2,516
2024	2,000	2,516
2025	2,008	2,416

KEY HIGHLIGHTS – 2025

Domestic Market

9,885 t

consumed in Italy in 2025

Italian Crop

2,000 t

record harvest in 2025

Imports

7,596 t

77% of total domestic demand

MonteRè Market

23%

Italian production



WEATHER & CROP OUTLOOK 2026

Winter 2025/26

Mild, limited rainfall, no snowfall. Pruning activities carried out without any disruption.

Flowering

Full bloom in week 14 – simultaneously in North and South Italy. Central Italy flowered slightly earlier.

Spring 2026

Temperatures slightly below optimal for fruit set. No frost episodes to date.

Southern Italy

Periods of excessive rainfall recently reported. Situation under monitoring.

Outlook

For 2026, we estimate a production in line with 2025 – around 2,000 tonnes.

| Contacts

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Thank You

FOR YOUR ATTENTION

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