

Italy Country Report

by Alberto Levi

Italy, as all the old members of IPA know, is the smallest prune producing Country.

Even if Italy is the largest fruit producer of Europe, produces only 1200 tons of dried prunes, cultivating mainly the Ente and the Stanley varieties.

In the early sixties Italy started drying Stanleies previously cultivated and introduced the first plantations of Ente French Prunes. The Stanleies was mainly sold canned in syrup. The Stanleies are now rapidly decreasing.

Prunes are dried by three Cooperatives in Trento (5%), Ferrara (15%) and Modena (80%), but only Cooperativa Modenese Essiccazione Frutta is processing and packaging the prunes for the market.

Even if Italy is a small producing Country, is an important market for prunes (over 10000 tons), mainly imported from USA, Chile and France.

Until the seventies almost all the prune business was of imported prunes. Our Cooperative was successful introducing in the market the Italian product emphasizing the origin and traceability of our product.