

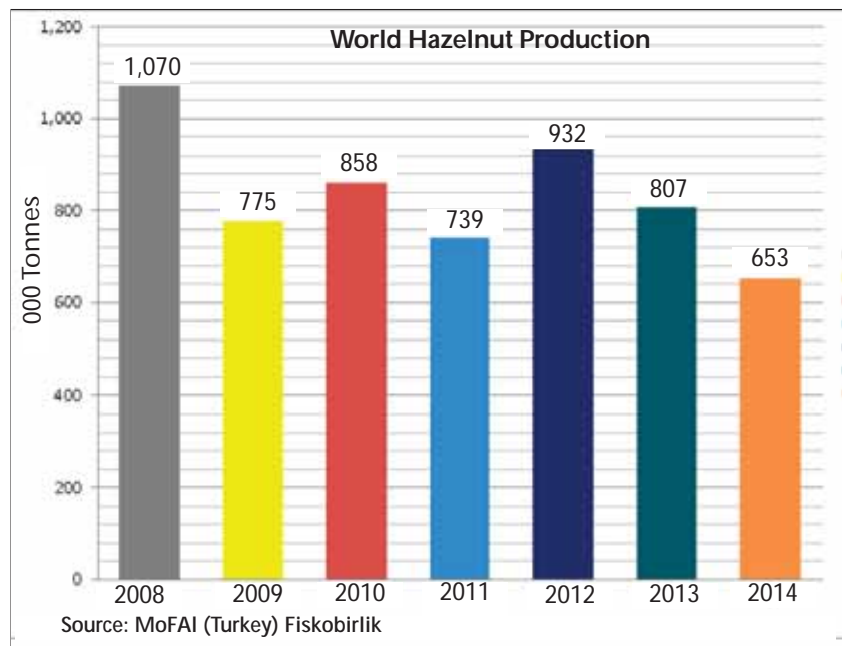
Hazelnut: Protecting against heart vein diseases and Cancer



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Hazelnut is a good source for B1, B2 and B6 vitamins. These vitamins are essential in blood formation and mental health, especially for those of children in development age. Hazelnut is also a very important nutritional value in a well-balanced diet has several important health benefits in protecting against diseases. Having special combination of oil (especially oleic acid rich oil structure), proteins, carbohydrate, beta-sitosterol, essential vitamins and minerals, giving hazelnut a special place among other nuts for its unique ability to protect against diseases. It is known that consuming only 25-30 gr of hazelnuts a day is enough for daily vitamin E needs and a very good way of protecting against heart-vein diseases and cancer.

Hazelnut is generally consumed as snacks in the various parts of world, whereas shelled, roasted, chopped, sliced or flour forms of hazelnut are used in chocolate industry, as well as in biscuits,



candies, sweets, cakes and ice cream production. Furthermore hazelnut is processed for production of hazelnut oil and used in foods, as well as in cosmetic

industry as cleaner, moisturizer and dispenser.

Hazelnuts are produced in commercial quantities in Turkey, Azerbaijan, Italy,



World Haazelut Production

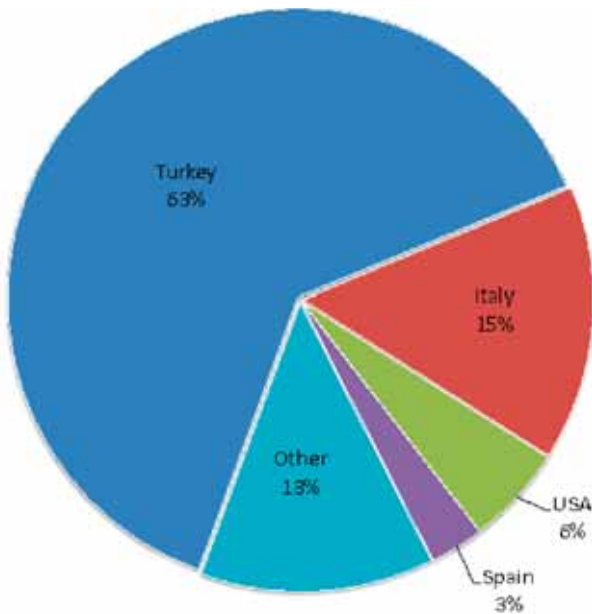


Table-2 World Haazelut (inshell) Production (Major Counries) Tonnes

Country	2013	2014*
Turkey	549,000	412,000
Italy	100,000	100,000
U.S.A.	40,200	36,000
Spain	18,000	19,500
Other	100,000	85,000
Total	807,200	652,500

*Estimate

Source: i) MoFAI (Turkey) Fiskobirlik
ii) Turkey - EU Co-operation Scheme on Hazelnuts Annul consultations - 3 October 2014, Salerno.

Greece, Cyprus, Georgia, in the south of the Spanish region of Catalonia, in the UK county of Kent and in the American states of Oregon and Washington. Turkey is the largest producer of hazelnuts in the world with approximately 68% of worldwide production.

Italy is the world's second leading hazelnut producer after Turkey, which covers about seven tenths of world demand. In 2014, 68% of world production came from Turkey and 20% from the EU. Within the EU, Italy alone covers 81% of production and contributes 13% of total world supply. World production of Hazelnut (in shell) decreased from 1,070 thousand tonnes in 2008 to 653

Table-3 World Hazelnut (in shell) Consumption Tonnes

Year	Production*
2005	689,500
2006	815,310
2007	785,438
2008	848,740
2009	823,200
2010	910,000
2011	844,000
2012	940,000
2013	940,000
2014	942,000

* Estimate

Source: MoFAI (Turkey) Fiskobirlik

thousand tonnes in 2014, thus showing decline of 39%. World production of Hazelnut is given in Table-1 and Country-wise production of Hazelnut are given in Table-2.

On the global level, the upcoming harvest is not good and about 19% lower than 2013. Unless hit by adverse weather, Turkey has forecasted about 42 thousand tonnes of hazelnuts in shells while about 100 thousand are forecasted for Italy followed by 20 thousand for Spain and about 36,000 tonnes for USA. These impressive figures paint a difficult picture for Made in Italy hazelnuts even though they are still accredited on international markets for their top quality: the Turkish price and quantity competition places Italian exporters in difficulty. World consumption of Hazelnut increased 716 thousand tonnes in 2001 to 940 thousand tonnes in 2014. World consumption of Hazelnut are given in table—3.

People around the world have been consuming more Nutella than ever. Sales of the spread increased 6.4%, to \$2.46 billion, in 2013, according to data from market researcher Euromonitor. In the U.S., Nutella sales were up 5.9%.

In fact, sales of all chocolate spreads in the U.S. increased 11.9% last year, and consumers were increasingly drawn to chocolate spreads with hazelnut, specifically NutellaNutella, which started out as

a somewhat niche product, has grown into a very substantial part of the category, representing nearly 70% of U.S. chocolate spread sales. ♦

Table-4 World Hazelnut Production Area -2013 (Hectare)

Country	Area
Turkey	702.144
Italy	71.200
Azerbaijan	23.300
Georgia	16.000
Spain	15.000
Iran	13.100
U.S.A.	12.500
China	11.000
Krgyzstan	4.000
France	3.900
Greece	1.500
Others	29.000
Total	902.644

* Estimate

Source: MoFAI (Turkey) Fiskobirlik

