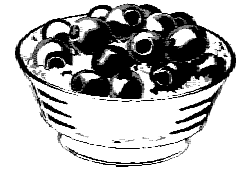


# California Monthly Olive Report



Released: November 29, 2004  
Revised:



CALIFORNIA AGRICULTURAL  
STATISTICS SERVICE

## Summary Report - Sales Month Ending October 31, 2004 Converted 24/300 Case Basis

Item	Monthly Sales			Year-to-Date Sales			Consecutive 12-Month Sales		
	04/05	03/04	Percent Change	04/05	03/04	Percent change	04/05	03/04	Percent change
Total	1,650,232	1,447,407	14.01	4,146,887	3,785,299	9.55	15,174,082	14,456,074	4.97
<b>Markets</b>									
Consumer	1,193,892	1,095,511	8.98	2,869,432	2,676,053	7.23	10,450,839	10,185,238	2.61
Food Service	456,340	351,896	29.68	1,277,455	1,109,246	15.16	4,723,243	4,270,836	10.59
<b>Styles</b>									
Whole	5,111	3,658	39.71	10,498	11,637	-9.79	43,163	47,577	-9.28
Pitted	1,106,804	990,382	11.76	2,600,322	2,410,090	7.89	9,517,392	9,242,593	2.97
Wedged	22,478	4,615	387.10	51,736	19,427	166.32	119,879	76,540	56.62
Sliced	471,335	398,376	18.31	1,361,592	1,202,945	13.19	5,027,422	4,526,302	11.07
Chopped	39,568	41,117	-3.77	110,587	114,683	-3.57	420,517	458,525	-8.29
Broken Pitted	4,936	9,260	-46.70	12,153	26,518	-54.17	45,709	104,536	-56.27
<b>Key Items</b>									
24/300 Pitted	1,014,837	894,942	13.40	2,315,098	2,105,760	9.94	8,345,601	8,060,355	3.54
6/10 Pitted	87,949	88,160	-0.24	271,420	286,968	-5.42	1,119,652	1,127,003	-0.65
6/10 Sliced	335,960	253,583	32.49	934,189	789,119	18.38	3,415,946	3,001,090	13.82
24/300 Whole	2,358	2,698	-12.60	5,035	7,270	-30.74	23,802	28,597	-16.77
6/10 Whole	2,753	960	186.70	5,463	4,326	26.28	19,361	18,908	2.40
6/10 Wedged	22,068	4,123	435.29	50,998	18,525	175.30	117,173	73,527	59.36
2.25 Sliced	77,555	90,298	-14.11	233,265	246,527	-5.38	913,550	860,534	6.16
4.5 Chopped	28,590	35,626	-19.75	91,441	100,840	-9.32	359,812	370,381	-2.85

VIC TOLOMEO  
Director

JACK RUTZ  
Deputy Director

GARY NELSON -- SUZANNE ADAMS  
Agricultural Statisticians -- Estimates Group

Comments or questions should be directed to:

California Agricultural Statistics Service  
P.O. Box 1258, Sacramento, CA 95812  
Phone: (916) 498-5161 — Fax: (916) 498-5186

**Summary Report - Packout and Inventory  
Month Ending October 31, 2004  
Converted 24/300 Case Basis**

Item	Monthly Packout			Year-to-Date Packout			Inventory		
	04/05	03/04	Percent change	04/05	03/04	Percent change	04/05	03/04	Percent change
Total	1,620,167	1,569,959	3.20	4,096,912	4,356,262	-5.95	7,191,459	7,331,772	-1.91
<b>Markets</b>									
Consumer	1,126,899	1,122,191	0.42	2,727,882	3,040,483	-10.28	4,815,111	4,925,735	-2.25
Food Service	493,268	447,768	10.16	1,369,031	1,315,780	4.05	2,376,347	2,406,037	-1.23
<b>Styles</b>									
Whole	3,139	0	0.00	6,776	4,432	52.90	47,685	49,948	-4.53
Pitted	1,104,086	929,105	18.83	2,791,293	2,547,984	9.55	4,777,076	4,636,649	3.03
Wedged	0	32,875	-100.00	0	42,695	-100.00	44,810	62,461	-28.26
Sliced	478,925	544,206	-12.00	1,193,067	1,606,286	-25.73	1,961,610	2,217,289	-11.53
Chopped	34,017	42,048	-19.10	95,987	115,122	-16.62	260,629	278,982	-6.58
Broken Pitted	0	21,726	-100.00	9,789	39,743	-75.37	99,649	86,441	15.28
<b>Key Items</b>									
24/300 Pitted	880,595	878,947	0.19	2,135,925	2,417,863	-11.66	3,889,466	4,015,456	-3.14
6/10 Pitted	223,285	45,805	387.46	643,558	125,769	411.70	851,332	583,401	45.93
6/10 Sliced	267,900	369,088	-27.42	714,735	1,144,448	-37.55	1,424,753	1,713,124	-16.83
24/300 Whole	3,139	0	0.00	4,466	1,517	194.40	27,891	32,932	-15.31
6/10 Whole	0	0	0.00	2,310	2,915	-20.75	19,465	16,687	16.65
6/10 Wedged	0	32,875	-100.00	0	40,209	-100.00	44,568	60,930	-26.85
2.25 Sliced	109,380	122,173	-10.47	303,891	268,396	13.22	271,553	269,682	0.69
4.5 Chopped	31,935	42,048	-24.05	81,917	109,960	-25.50	221,451	240,137	-7.78

<u>Approximate Supply in Converted Cases</u>	
Total Inventory	7,191,459
Converted Storage	15,192,883
Approximate Supply	22,384,342

**Storage - Month Ending October 31, 2004**

Whole Canning Sizes

<u>Size</u>	<u>Tons</u>
Small	8,738
Medium	19,603
Large	15,173
Ex. Large	18,768
Ex. Large Sev. "C"	2,264
Jumbo	6,361
Colossal	4,621
Super Colossal	1,518
Orchard Run	0
Total Canning	77,045
Limited	20,974
Total	98,019
Total Converted (*155)	15,192,883

**Packout - Month Ending October 31, 2004**

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	3,139	0			3,139	3,139
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	0	0			0	0
Colossal	0	0	0			0	0
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	0	3,139	0			3,139	
Conv. Total	0	3,139	0				3,139
Prior Year	0	0	0				0
<b>RIPE PITTED</b>							
Small	1,724	0	0			1,724	3,670
Medium	9,118	391,590	0			400,708	411,002
Large	81,440	267,734	354			349,528	441,325
Ex. Large	12,596	219,853	0			232,449	246,670
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	1,418	0			1,418	1,418
Colossal	0	0	0			0	0
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	104,878	880,595	354			985,827	
Conv. Total	223,285	880,595	206				1,104,086
Prior Year	45,805	878,947	4,353				929,105
<b>LIMITED</b>							
Segmented	0	0	0	0	0	0	0
Sliced	104,039	15,278	122,469	0	266,781	508,567	478,925
Chopped	543	0	0	41,207	0	41,750	34,017
Total	104,582	15,278	122,469	41,207	266,781	550,317	
Conv. Total	269,982	17,875	83,769	31,935	109,380		512,942
Prior Year	401,963	14,295	38,649	42,048	122,173	0	619,128
<b>BROKEN PITTED</b>							
Bkn. Pitted	0	0				0	0
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	0	0				0	
Conv. Total	0	0					0
Prior Year	0	21,726					21,726

Converted Total

1,620,167

### Cumulative Packout - Month Ending October 31, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	3,139	0			3,139	3,139
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,085	690	0			1,775	3,000
Colossal	0	0	0			0	0
Super Colossal	0	637	0			637	637
Grn. Ripe Whole	0	0	0			0	0
Total	1,085	4,466	0			5,551	
Conv. Total	2,310	4,466	0				6,776
Prior Year	2,915	1,517	0				4,432
<b>RIPE PITTED</b>							
Small	1,724	762	5,913			8,399	7,868
Medium	101,002	672,843	6,069			779,914	891,402
Large	90,376	767,991	8,344			866,711	965,249
Ex. Large	65,964	558,161	0			624,125	698,598
Ex. Large Sev "C"	9,435	0	0			9,435	20,087
Jumbo	32,947	22,862	0			55,809	93,006
Colossal	834	84,596	0			85,430	86,372
Sup. Colossal	0	12,011	0			12,011	12,011
Grn. Ripe Whole	0	16,699	0			16,699	16,699
Total	302,282	2,135,925	20,326			2,458,533	
Conv. Total	643,558	2,135,925	11,809				2,791,293
Prior Year	125,769	2,417,863	4,353				2,547,985
<b>LIMITED</b>							
Segmented	0	0	0	0	0	0	0
Sliced	277,567	27,408	208,149	0	741,198	1,254,322	1,193,067
Chopped	2,198	0	4,588	105,699	0	112,485	95,987
Total	279,765	27,408	212,737	105,699	741,198	1,366,807	
Conv. Total	723,162	32,067	148,017	81,917	303,891		1,289,055
Prior Year	1,186,777	21,980	174,503	109,960	270,882		1,764,102
<b>BROKEN PITTED</b>							
Bkn. Pitted	0	9,789				9,789	9,789
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	0	9,789				9,789	
Conv. Total	0	9,789					9,789
Prior Year	319	39,424					39,743

Converted Total

4,096,912

### Inventory - Month Ending October 31, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	5	2,221	0			2,226	2,232
Medium	0	2,524	0			2,524	2,524
Large	0	6,961	411			7,372	7,200
Ex. Large	0	2,022	154			2,176	2,111
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	4,193	3,207	0			7,400	12,134
Colossal	4,945	9,333	0			14,278	19,861
Super Colossal	0	1,352	0			1,352	1,352
Grn. Ripe Whole	0	271	0			271	271
<b>Total</b>	<b>9,143</b>	<b>27,891</b>	<b>565</b>			<b>37,599</b>	
<b>Conv. Total</b>	<b>19,465</b>	<b>27,891</b>	<b>328</b>				<b>47,685</b>
<b>Prior Year</b>	<b>16,687</b>	<b>32,932</b>	<b>329</b>				<b>49,948</b>
<b>RIPE PITTED</b>							
Small	3,823	308,751	7,994			320,568	321,535
Medium	98,317	874,167	37,393			1,009,877	1,105,209
Large	96,198	1,363,738	16,476			1,476,412	1,578,116
Ex. Large	111,961	704,806	579			817,346	943,507
Ex. Large Sev "C"	34,241	811	0			35,052	73,710
Jumbo	46,930	329,756	0			376,686	429,669
Colossal	8,333	239,230	0			247,563	256,971
Sup. Colossal	58	27,607	0			27,665	27,730
Grn. Ripe Whole	13	40,600	0			40,613	40,628
<b>Total</b>	<b>399,874</b>	<b>3,889,466</b>	<b>62,442</b>			<b>4,351,782</b>	
<b>Conv. Total</b>	<b>851,332</b>	<b>3,889,466</b>	<b>36,279</b>				<b>4,777,076</b>
<b>Prior Year</b>	<b>583,401</b>	<b>4,015,456</b>	<b>37,792</b>				<b>4,636,649</b>
<b>LIMITED</b>							
Segmented	17,308	0	0	0	591	17,899	44,810
Sliced	553,302	53,659	296,086	0	662,325	1,565,372	1,961,610
Chopped	9,189	151	2,921	285,743	0	298,004	260,629
<b>Total</b>	<b>579,799</b>	<b>53,810</b>	<b>299,007</b>	<b>285,743</b>	<b>662,916</b>	<b>1,881,275</b>	
<b>Conv. Total</b>	<b>1,504,551</b>	<b>63,136</b>	<b>206,116</b>	<b>221,451</b>	<b>271,796</b>		<b>2,267,049</b>
<b>Prior Year</b>	<b>1,804,473</b>	<b>71,967</b>	<b>170,943</b>	<b>240,137</b>	<b>271,213</b>		<b>2,558,733</b>
<b>BROKEN PITTED</b>							
Bkn. Pitted	469	98,650				99,119	99,649
Bkn. Pitted Grn. Ripe	0	0				0	0
<b>Total</b>	<b>469</b>	<b>98,650</b>				<b>99,119</b>	
<b>Conv. Total</b>	<b>999</b>	<b>98,650</b>					<b>99,649</b>
<b>Prior Year</b>	<b>1,475</b>	<b>84,966</b>					<b>86,441</b>

Converted Total

7,191,459

### Sales - Month Ending October 31, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	0	68	0			68	68
Medium	0	0	0			0	0
Large	0	1,566	0			1,566	1,566
Ex. Large	0	61	0			61	61
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,144	306	0			1,450	2,742
Colossal	149	272	0			421	589
Super Colossal	0	85	0			85	85
Grn. Ripe Whole	0	0	0			0	0
Total	1,293	2,358	0			3,651	
Conv. Total	2,753	2,358	0				5,111
Prior Year	960	2,698	0				3,658
<b>RIPE PITTED</b>							
Small	811	111,015	844			112,670	113,232
Medium	20,048	286,636	3,569			310,253	331,392
Large	3,692	407,251	2,504			413,447	416,566
Ex. Large	8,734	105,042	0			113,776	123,637
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,517	68,634	0			75,151	82,508
Colossal	1,508	27,148	0			28,656	30,359
Sup. Colossal	0	6,894	0			6,894	6,894
Grn. Ripe Whole	0	2,217	0			2,217	2,217
Total	41,310	1,014,837	6,917			1,063,064	
Conv. Total	87,949	1,014,837	4,019				1,106,804
Prior Year	88,160	894,942	7,280				990,382
<b>LIMITED</b>							
Segmented	8,570	0	0	0	1,000	9,570	22,478
Sliced	130,470	6,005	74,260	0	189,158	399,893	471,335
Chopped	1,976	0	2,766	36,890	0	41,632	39,568
Total	141,016	6,005	77,026	36,890	190,158	451,095	
Conv. Total	365,604	7,026	54,196	28,590	77,965		533,380
Prior Year	262,759	10,621	44,311	35,626	90,790		444,107
<b>BROKEN PITTED</b>							
Bkn. Pitted	16	4,902				4,918	4,936
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	16	4,902				4,918	
Conv. Total	34	4,902					4,936
Prior Year	17	9,243					9,260

Converted Total

1,650,232

### Cumulative Sales - Month Ending October 31, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	0	136	0			136	136
Medium	0	1	0			1	1
Large	0	2,727	0			2,727	2,727
Ex. Large	0	231	0			231	231
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	2,327	888	0			3,215	5,842
Colossal	239	610	0			849	1,119
Super Colossal	0	442	0			442	442
Grn. Ripe Whole	0	0	0			0	0
<b>Total</b>	<b>2,566</b>	<b>5,035</b>	<b>0</b>			<b>7,601</b>	
<b>Conv. Total</b>	<b>5,463</b>	<b>5,035</b>	<b>0</b>				<b>10,498</b>
Prior Year	4,326	7,270	41				11,637
<b>RIPE PITTED</b>							
Small	2,680	257,000	3,564			263,244	264,776
Medium	55,956	635,699	12,025			703,680	761,816
Large	11,935	917,249	8,171			937,355	947,406
Ex. Large	31,718	254,593	0			286,311	322,121
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	20,671	168,800	0			189,471	212,808
Colossal	4,527	61,266	0			65,793	70,904
Sup. Colossal	0	12,219	0			12,219	12,219
Grn. Ripe Whole	0	8,272	0			8,272	8,272
<b>Total</b>	<b>127,487</b>	<b>2,315,098</b>	<b>23,760</b>			<b>2,466,345</b>	
<b>Conv. Total</b>	<b>271,420</b>	<b>2,315,098</b>	<b>13,805</b>				<b>2,600,322</b>
Prior Year	286,968	2,105,760	17,362				2,410,090
<b>LIMITED</b>							
Segmented	19,805	0	0	0	1,800	21,605	51,736
Sliced	362,792	25,140	240,824	0	568,939	1,197,695	1,361,592
Chopped	3,944	0	3,272	117,988	0	125,204	110,587
<b>Total</b>	<b>386,541</b>	<b>25,140</b>	<b>244,096</b>	<b>117,988</b>	<b>570,739</b>	<b>1,344,504</b>	
<b>Conv. Total</b>	<b>1,000,309</b>	<b>29,414</b>	<b>168,748</b>	<b>91,441</b>	<b>234,003</b>		<b>1,523,914</b>
Prior Year	817,424	31,653	139,708	100,840	247,429		1,337,054
<b>BROKEN PITTED</b>							
Bkn. Pitted	124	11,889				12,013	12,153
Bkn. Pitted Grn. Ripe	0	0				0	0
<b>Total</b>	<b>124</b>	<b>11,889</b>				<b>12,013</b>	
<b>Conv. Total</b>	<b>264</b>	<b>11,889</b>					<b>12,153</b>
Prior Year	528	25,990					26,518

Converted Total

4,146,887

**Consecutive Sales - 12 Months Ending October 31, 2004**

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	1	2,757	0			2,758	2,759
Medium	54	610	0			664	725
Large	0	9,826	0			9,826	9,826
Ex. Large	0	1,100	0			1,100	1,100
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,190	4,304	0			12,494	21,741
Colossal	849	3,894	0			4,743	5,702
Super Colossal	0	1,306	0			1,306	1,306
Grn. Ripe Whole	0	5	0			5	5
Total	9,094	23,802	0			32,896	
Conv. Total	19,361	23,802	0				43,163
Prior Year	18,908	28,597	72				47,577
<b>RIPE PITTED</b>							
Small	10,265	921,125	9,784			941,174	948,664
Medium	226,150	2,205,449	49,353			2,480,952	2,715,596
Large	50,569	3,330,465	30,604			3,411,638	3,455,907
Ex. Large	127,229	955,693	0			1,082,922	1,226,564
Ex. Large Sev "C"	0	1,451	0			1,451	1,451
Jumbo	90,166	631,004	0			721,170	822,967
Colossal	21,430	228,131	0			249,561	273,755
Sup. Colossal	96	33,703	0			33,799	33,907
Grn. Ripe Whole	0	38,580	0			38,580	38,580
Total	525,905	8,345,601	89,741			8,961,247	
Conv. Total	1,119,652	8,345,601	52,140				9,517,392
Prior Year	1,127,003	8,060,355	55,235				9,242,593
<b>LIMITED</b>							
Segmented	45,504	0	0	0	6,600	52,104	119,879
Sliced	1,326,581	105,276	840,282	0	2,228,170	4,500,309	5,027,422
Chopped	12,939	1,266	6,603	464,274	0	485,082	420,517
Total	1,385,024	106,542	846,885	464,274	2,234,770	5,037,495	
Conv. Total	3,582,727	126,148	582,875	359,812	916,256		5,567,818
Prior Year	3,122,377	165,217	539,845	370,381	863,548		5,061,368
<b>BROKEN PITTED</b>							
Bkn. Pitted	706	44,206				44,912	45,709
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	706	44,206				44,912	
Conv. Total	1,503	44,206					45,709
Prior Year	2,548	101,988					104,536

Converted Total

15,174,082