



# California Monthly Olive Report

Cooperating with the California Department of Food and Agriculture  
California Field Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · (916) 498-5186 Fax · [www.nass.usda.gov/ca](http://www.nass.usda.gov/ca)

Revised: March 23, 2009 · Released February 18, 2009 · Frequency: Monthly

**Summary Report - Sales**  
**Month Ending January 31, 2009**  
**Converted 24/300 Case Basis**

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	08/09	07/08	Percent Change	08/09	07/08	Percent Change	08/09	07/08	Percent Change
Total	787,605	754,852	4.34	7,265,067	6,914,079	5.08	13,784,934	13,143,246	4.88
<b>Markets</b>									
Consumer	542,091	474,587	14.22	5,580,017	5,153,727	8.27	10,226,148	9,361,441	9.24
Food Service	245,515	280,264	-12.40	1,685,050	1,760,352	-4.28	3,558,785	3,781,806	-5.90
<b>Styles</b>									
Whole	2,089	1,853	12.74	9,316	12,369	-24.68	18,550	20,414	-9.13
Pitted	431,249	378,751	13.86	4,828,406	4,425,946	9.09	8,631,868	8,060,930	7.08
Wedged	4,403	4,781	-7.91	24,516	28,658	-14.45	52,697	58,173	-9.41
Sliced	322,382	337,736	-4.55	2,174,193	2,193,763	-0.89	4,647,530	4,529,370	2.61
Chopped	25,884	27,260	-5.05	205,353	217,366	-5.53	382,169	408,644	-6.48
Broken Pitted	1,598	4,471	-64.26	23,282	35,977	-35.29	52,119	65,714	-20.69
<b>Key Items</b>									
24/300 Pitted	383,937	341,365	12.47	4,500,234	4,095,365	9.89	7,936,090	7,232,727	9.72
6/10 Pitted	44,121	34,671	27.26	310,289	313,302	-0.96	645,885	795,420	-18.80
6/10 Sliced	195,203	236,470	-17.45	1,324,835	1,391,236	-4.77	2,816,172	2,873,947	-2.01
24/300 Whole	1,197	1,138	5.18	4,928	7,775	-36.62	10,901	11,864	-8.12
6/10 Whole	892	715	24.76	4,388	4,594	-4.49	7,649	8,550	-10.53
6/10 Wedged	4,321	4,617	-6.41	23,286	27,674	-15.86	50,238	55,795	-9.96
2.25 Sliced	70,000	53,920	29.82	455,255	421,354	8.05	1,030,536	880,821	17.00
4.5 Chopped	24,041	21,882	9.87	178,507	188,451	-5.28	334,610	351,401	-4.78

VIC TOLOMEO, Director  
SARAH HOFFMAN – KELLY KRUG, Deputy Directors

DOUG FLOHR – COURTNEY CHARLES  
Statisticians – Estimates Group

Comments or questions should be directed to:

USDA, NASS, California Field Office  
P.O. Box 1258, Sacramento, CA 95812  
Phone: (916) 498-5161 – Fax: (916) 498-5186

**Summary Report - Packout and Inventory**  
**Month Ending January 31, 2009**  
**Converted 24/300 Case Basis**

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	08/09	07/08	Percent Change	08/09	07/08	Percent Change	08/09	07/08	Percent Change
Total	792,205	966,671	-18.05	7,346,148	6,891,567	6.60	5,835,705	4,531,805	28.77
<b>Markets</b>									
Consumer	664,104	750,030	-11.46	5,843,220	4,200,454	39.11	4,580,181	3,662,262	25.06
Food Service	128,100	216,640	-40.87	1,502,928	2,691,113	-44.15	1,255,524	869,543	44.39
<b>Styles</b>									
Whole	1,234	1,042	18.43	10,810	7,049	53.36	17,778	14,140	25.73
Pitted	557,447	703,510	-20.76	4,718,479	4,547,635	3.76	3,993,268	3,181,820	25.50
Wedged	35,389	4,092	764.83	35,389	4,092	764.83	44,518	12,096	268.04
Sliced	150,599	222,842	-32.42	2,392,574	2,091,120	14.42	1,414,815	996,996	41.91
Chopped	38,209	34,698	10.12	168,931	240,247	-29.68	352,371	303,011	16.29
Broken Pitt	9,326	487	1814.99	19,964	1,424	1301.97	12,955	23,742	-45.43
<b>Key Items</b>									
24/300 Pitt	551,809	618,341	-10.76	4,589,328	3,163,029	45.09	3,605,830	2,839,647	26.98
6/10 Pitt	0	82,477	-100.00	101,000	1,370,258	-92.63	343,144	306,697	11.88
6/10 Sliced	81,174	122,817	-33.91	1,347,626	1,298,130	3.81	813,803	510,677	59.36
24/300 Whole	1,234	1,042	18.43	8,296	7,049	17.69	10,784	9,320	15.71
6/10 Whole	0	0	0.00	2,514	0	0.00	6,994	4,820	45.10
6/10 Wedged	34,193	4,092	735.62	34,193	4,092	735.62	42,915	11,850	262.15
2.25 Sliced	58,538	50,878	15.06	646,231	393,948	64.04	349,614	195,419	78.90
4.5 Chopped	21,781	24,275	-10.27	146,392	216,016	-32.23	300,193	263,566	13.90

\*Conversion factor 24 1.25 oz changed as of December 2008.

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	5,835,705
Converted Storage	6,380,499
Approximate Supply*	12,216,204

**Storage Report**  
**Month Ending January 31, 2009**

Whole Canning Sizes	
Size	Tons
Small	6,806
Medium	7,918
Large	7,910
Ex. Large	7,995
Ex.Large Sev. "C"	435
Jumbo	1,214
Colossal	1,949
Super Colossal	882
Orchard Run	0
Total Canning	35,108
Limited	6,057
Total	41,165
Total Converted (*155)	6,380,499

**Packout - Month Ending January 31, 2009**

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz*	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>								
Small	0	0	0				0	0
Medium	0	0	0				0	0
Large	0	0	0				0	0
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	1,234	0				1,234	1,234
Green Ripe Whole	0	0	0				0	0
Total	0	1,234	0				1,234	
Conv. Total	0	1,234	0					1,234
Prior Year	0	1,042	0					1,042
<b>RIPE PITTED</b>								
Small	0	47,633	0	27,064			74,697	53,271
Medium	0	54,499	0	0			54,499	54,499
Large	0	91,426	0	0			91,426	91,426
Ex. Large	0	230,250	0	0			230,250	230,250
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	0	85,921	0	0			85,921	85,921
Colossal	0	38,247	0	0			38,247	38,247
Sup. Colossal	0	3,833	0	0			3,833	3,833
Green Ripe Whole	0	0	0	0			0	0
Total	0	551,809	0	27,064			578,873	
Conv. Total	0	551,809	0	5,638				557,447
Prior Year	82,477	618,341	2,691	0				703,509
<b>LIMITED</b>								
Segmented	13,279	0	0		0	2,916	16,195	35,389
Sliced	31,524	0	15,917		0	142,775	190,216	150,599
Chopped	3,321	782	1,510		28,105	0	33,718	38,209
Total	48,124	782	17,427		28,105	145,691	240,129	
Conv. Total	128,100	1,838	12,745		21,781	59,733		224,197
Prior Year	134,163	21,899	30,417		24,275	50,878		261,632
<b>BROKEN PITTED</b>								
Bkn. Pitted	0	9,326					9,326	9,326
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	9,326					9,326	
Conv. Total	0	9,326						9,326
Prior Year	0	487						487

\*Conversion factor changed as of December 2008.

Converted Total

792,205

**Cumulative Packout - Month Ending January 31, 2009**

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz*	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>								
Small	0	0	0				0	0
Medium	0	0	0				0	0
Large	0	1,660	0				1,660	1,660
Ex. Large	727	0	0				727	1,548
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	2,713	0				2,713	2,713
Colossal	454	2,539	0				2,993	3,506
Super Colossal	0	1,384	0				1,384	1,384
Green Ripe Whole	0	0	0				0	0
Total	1,181	8,296	0				9,477	
Conv. Total	2,514	8,296	0					10,810
Prior Year	0	7,049	0					7,049
<b>RIPE PITTED</b>								
Small	0	398,385	0	79,862			478,247	415,023
Medium	26,231	1,103,770	2,442	0			1,132,443	1,161,035
Large	7,680	1,121,453	12,318	0			1,141,451	1,144,960
Ex. Large	13,529	1,508,362	0	0			1,521,891	1,537,165
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	0	149,601	0	0			149,601	149,601
Colossal	0	116,464	0	0			116,464	116,464
Sup. Colossal	0	18,755	0	0			18,755	18,755
Green Ripe Whole	0	172,538	5,057	0			177,595	175,476
Total	47,440	4,589,328	19,817	79,862			4,736,447	
Conv. Total	101,000	4,589,328	11,514	16,638				4,718,479
Prior Year	1,370,258	3,163,029	14,348	0				4,547,635
<b>LIMITED</b>								
Segmented	13,279	0	0		0	2,916	16,195	35,389
Sliced	523,350	44,677	506,498		0	1,576,174	2,650,699	2,392,574
Chopped	4,589	782	2,526		188,893	0	196,790	168,931
Total	541,218	45,459	509,024		188,893	1,579,090	2,863,684	
Conv. Total	1,399,414	54,110	349,552		146,392	647,427		2,596,894
Prior Year	1,320,855	69,472	335,169		216,016	393,948		2,335,460
<b>BROKEN PITTED</b>								
Bkn. Pitted	0	19,964					19,964	19,964
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	19,964					19,964	
Conv. Total	0	19,964						19,964
Prior Year	0	1,424						1,424

\*Conversion factor changed as of December 2008.

Converted Total

7,346,148

**Inventory - Month Ending January 31, 2009**

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz*	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>								
Small	0	102	0				102	102
Medium	0	2,025	0				2,025	2,025
Large	0	2,910	0				2,910	2,910
Ex. Large	727	0	0				727	1,548
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,425	2,310	0				4,735	7,473
Colossal	133	1,818	0				1,951	2,101
Super Colossal	0	1,619	0				1,619	1,619
Green Ripe Whole	0	0	0				0	0
Total	3,285	10,784	0				14,069	
Conv. Total	6,994	10,784	0					17,778
Prior Year	4,820	9,320	0					14,140
<b>RIPE PITTED</b>								
Small	4,866	380,896	8,589	71,447			465,798	411,131
Medium	75,286	707,669	24,361	0			807,316	882,107
Large	16,879	961,392	17,669	0			995,940	1,007,593
Ex. Large	36,307	1,011,702	0	0			1,048,009	1,089,000
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	21,870	216,462	0	0			238,332	263,023
Colossal	5,515	136,378	0	0			141,893	148,119
Sup. Colossal	0	27,771	0	0			27,771	27,771
Green Ripe Whole	453	163,560	0	0			164,013	164,524
Total	161,176	3,605,830	50,619	71,447			3,889,072	
Conv. Total	343,144	3,605,830	29,410	14,885				3,993,268
Prior Year	306,697	2,839,647	35,476	0				3,181,820
<b>LIMITED</b>								
Segmented	16,666	0	0		0	3,910	20,576	44,518
Sliced	316,040	33,911	309,535		0	852,717	1,512,203	1,414,815
Chopped	12,564	928	1,485		387,346	0	402,323	352,371
Total	345,270	34,839	311,020		387,346	856,627	1,935,102	
Conv. Total	904,888	41,857	213,548		300,193	351,217		1,811,704
Prior Year	557,949	64,864	230,059		263,566	195,665		1,312,103
<b>BROKEN PITTED</b>								
Bkn. Pitted	234	12,457					12,691	12,955
Bkn. Pitted Green Ripe	0	0					0	0
Total	234	12,457					12,691	
Conv. Total	498	12,457						12,955
Prior Year	77	23,665						23,742

\*Conversion factor changed as of December 2008.

Converted Total

5,835,705

**Sales - Month Ending January 31, 2009**

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>								
Small	0	0	0				0	0
Medium	0	0	0				0	0
Large	0	445	0				445	445
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	299	316	0				615	953
Colossal	120	414	0				534	669
Super Colossal	0	22	0				22	22
Green Ripe Whole	0	0	0				0	0
Total	419	1,197	0				1,616	
Conv. Total	892	1,197	0					2,089
Prior Year	715	1,138	0					1,853
<b>RIPE PITTED</b>								
Small	160	36,445	680	7,052			44,337	38,650
Medium	8,067	84,042	1,110	0			93,219	101,862
Large	4,258	160,157	1,173	0			165,588	169,904
Ex. Large	6,227	62,102	0	0			68,329	75,359
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	1,435	27,143	0	0			28,578	30,198
Colossal	465	6,289	0	0			6,754	7,279
Sup. Colossal	0	3,481	0	0			3,481	3,481
Green Ripe Whole	112	4,278	0	0			4,390	4,516
Total	20,724	383,937	2,963	7,052			414,676	
Conv. Total	44,121	383,937	1,722	1,469				431,249
Prior Year	34,671	341,365	2,715	0				378,751
<b>LIMITED</b>								
Segmented	1,678	0	0		0	200	1,878	4,403
Sliced	75,807	7,080	71,485		0	170,732	325,104	322,382
Chopped	246	0	731		31,021	0	31,998	25,884
Total	77,731	7,080	72,216		31,021	170,932	358,980	
Conv. Total	200,467	8,284	49,795		24,041	70,082		352,669
Prior Year	244,844	10,145	38,822		21,882	54,084		369,777
<b>BROKEN PITTED</b>								
Bkn. Pitted	16	1,564					1,580	1,598
Bkn. Pitted Green Ripe	0	0					0	0
Total	16	1,564					1,580	
Conv. Total	34	1,564						1,598
Prior Year	34	4,437						4,471

Converted Total

787,605

**Cumulative Sales - Month Ending January 31, 2009**

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>								
Small	0	0	0				0	0
Medium	0	340	0				340	340
Large	0	2,740	0				2,740	2,740
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,635	856	0				2,491	4,337
Colossal	426	646	0				1,072	1,553
Super Colossal	0	346	0				346	346
Green Ripe Whole	0	0	0				0	0
Total	2,061	4,928	0				6,989	
Conv. Total	4,388	4,928	0					9,316
Prior Year	4,594	7,775	0					12,369
<b>RIPE PITTED</b>								
Small	1,874	430,219	6,540	7,052			445,685	439,478
Medium	63,831	1,331,125	11,381	0			1,406,337	1,473,634
Large	28,369	1,778,434	10,330	0			1,817,133	1,844,833
Ex. Large	36,732	597,574	0	0			634,306	675,776
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	10,470	265,201	0	0			275,671	287,492
Colossal	3,908	54,398	0	0			58,306	62,718
Sup. Colossal	0	15,887	0	0			15,887	15,887
Green Ripe Whole	560	27,396	0	0			27,956	28,588
Total	145,744	4,500,234	28,251	7,052			4,681,281	
Conv. Total	310,289	4,500,234	16,414	1,469				4,828,406
Prior Year	313,302	4,095,365	17,280	0				4,425,947
<b>LIMITED</b>								
Segmented	9,043	0	0		0	3,000	12,043	24,516
Sliced	514,499	52,750	485,945		0	1,110,377	2,163,571	2,174,193
Chopped	5,764	680	2,560		230,332	0	239,336	205,353
Total	529,306	53,430	488,505		230,332	1,113,377	2,414,950	
Conv. Total	1,370,220	63,316	335,535		178,507	456,485		2,404,062
Prior Year	1,442,244	64,642	322,111		188,451	422,338		2,439,786
<b>BROKEN PITTED</b>								
Bkn. Pitted	72	23,129					23,201	23,282
Bkn. Pitted Green Ripe	0	0					0	0
Total	72	23,129					23,201	
Conv. Total	153	23,129						23,282
Prior Year	213	35,764						35,977

Converted Total

7,265,067

**Consecutive Sales - 12 Months Month Ending January 31, 2009**

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>								
Small	0	102	0				102	102
Medium	0	712	0				712	712
Large	0	5,225	0				5,225	5,225
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	3,131	2,610	0				5,741	9,276
Colossal	462	1,649	0				2,111	2,633
Super Colossal	0	603	0				603	603
Green Ripe Whole	0	0	0				0	0
Total	3,593	10,901	0				14,494	
Conv. Total	7,649	10,901	0					18,550
Prior Year	8,550	11,864	0					20,414
<b>RIPE PITTED</b>								
Small	3,999	786,886	23,432	7,052			821,369	810,483
Medium	136,386	2,275,466	29,176	0			2,441,028	2,582,783
Large	48,597	3,134,478	30,737	0			3,213,812	3,255,799
Ex. Large	82,885	1,110,937	0	0			1,193,822	1,287,399
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	22,272	456,824	0	0			479,096	504,241
Colossal	8,284	99,695	0	0			107,979	117,332
Sup. Colossal	0	25,953	0	0			25,953	25,953
Green Ripe Whole	952	45,851	0	0			46,803	47,878
Total	303,375	7,936,090	83,345	7,052			8,329,862	
Conv. Total	645,885	7,936,090	48,423	1,469				8,631,868
Prior Year	795,420	7,232,727	32,783	0				8,060,930
<b>LIMITED</b>								
Segmented	19,510	0	0		0	5,998	25,508	52,697
Sliced	1,093,659	108,801	984,685		0	2,513,503	4,700,648	4,647,530
Chopped	10,050	1,360	4,741		431,755	0	447,906	382,169
Total	1,123,219	110,161	989,426		431,755	2,519,501	5,174,062	
Conv. Total	2,904,942	130,493	679,356		334,610	1,032,995		5,082,397
Prior Year	2,977,184	126,680	657,724		351,401	883,199		4,996,188
<b>BROKEN PITTED</b>								
Bkn. Pitted	145	51,810					51,955	52,119
Bkn. Pitted Green Ripe	0	0					0	0
Total	145	51,810					51,955	
Conv. Total	309	51,810						52,119
Prior Year	651	65,063						65,714

Converted Total

13,784,934