



United States Department of Agriculture
National Agricultural Statistics Service

California Monthly Olive Report August Revision



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

Month Ending: August 31, 2011 Revision Released: April 4, 2012

Frequency: Monthly

Changes from the original report to this revised report were due to late reports and corrections to the original data.

Summary Report - Sales Month Ending August 31, 2011 Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	11/12	10/11	Percent Change	11/12	10/11	Percent Change	11/12	10/11	Percent Change
Total	1,113,651	991,515	12.32	1,113,651	991,515	12.32	13,194,796	13,110,872	0.64
Markets									
Consumer	765,904	736,425	4.00	765,904	736,425	4.00	9,978,216	9,959,780	0.19
Food Service	347,747	255,090	36.32	347,747	255,090	36.32	3,216,580	3,151,092	2.08
Styles									
Whole	491	162	203.36	491	162	203.36	14,208	15,925	-10.78
Pitted	644,215	614,632	4.81	644,215	614,632	4.81	8,410,940	8,349,269	0.74
Wedged	3,190	2,388	33.59	3,190	2,388	33.59	28,851	34,738	-16.95
Sliced	443,320	349,959	26.68	443,320	349,959	26.68	4,383,752	4,329,648	1.25
Chopped	21,789	24,135	-9.72	21,789	24,135	-9.72	338,737	354,512	-4.45
Broken Pitted	646	238	171.43	646	238	171.43	18,308	26,781	-31.64
Key Items									
24/300 Pitted	598,103	576,724	3.71	598,103	576,724	3.71	7,952,911	7,866,484	1.10
6/10 Pitted	44,722	36,010	24.19	44,722	36,010	24.19	432,015	459,123	-5.90
6/10 Sliced	298,244	216,035	38.05	298,244	216,035	38.05	2,725,318	2,632,013	3.55
24/300 Whole	187	145	28.97	187	145	28.97	10,056	10,745	-6.41
6/10 Whole	304	17	1690.86	304	17	1690.86	4,152	5,180	-19.85
6/10 Wedged	3,108	2,142	45.10	3,108	2,142	45.10	26,965	32,278	-16.46
2.25 Sliced	78,172	70,291	11.21	78,172	70,291	11.21	865,167	919,284	-5.89
4.25 Chopped	20,400	23,249	-12.26	20,400	23,249	-12.26	307,766	330,688	-6.93

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Summary Report - Packout and Inventory
Month Ending August 31, 2011
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	11/12	10/11	Percent Change	11/12	10/11	Percent Change	11/12	10/11	Percent Change
Total	1,591,581	1,060,700	50.05	1,591,581	1,060,700	50.05	7,930,605	4,565,595	73.70
Markets									
Consumer	1,257,502	778,112	61.61	1,257,502	778,112	61.61	5,948,048	3,206,007	85.53
Food Service	334,079	282,588	18.22	334,079	282,588	18.22	1,982,557	1,359,588	45.82
Styles									
Whole	3,158	0	---	3,158	0	---	23,706	16,687	42.06
Pitted	1,149,852	565,491	103.34	1,149,852	565,491	103.34	5,281,856	2,678,161	97.22
Wedged	0	0	---	0	0	---	14,302	43,649	-67.24
Sliced	395,317	464,407	-14.88	395,317	464,407	-14.88	2,305,408	1,676,519	37.51
Chopped	43,254	30,802	40.43	43,254	30,802	40.43	264,563	136,709	93.52
Broken Pitted	0	0	---	0	0	---	40,771	13,870	193.95
Key Items									
24/300 Pitted	1,075,373	553,111	94.42	1,075,373	553,111	94.42	4,888,542	2,466,226	98.22
6/10 Pitted	74,479	12,380	501.61	74,479	12,380	501.61	375,913	197,186	90.64
6/10 Sliced	256,867	270,208	-4.94	256,867	270,208	-4.94	1,548,896	1,084,173	42.86
24/300 Whole	3,158	0	---	3,158	0	---	18,036	10,202	76.79
6/10 Whole	0	0	---	0	0	---	5,670	6,485	-12.57
6/10 Wedged	0	0	---	0	0	---	13,217	40,675	-67.50
2.25 Sliced	108,819	101,947	6.74	108,819	101,947	6.74	478,403	313,269	52.71
4.25 Chopped	40,520	30,802	31.55	40,520	30,802	31.55	213,929	93,549	128.68

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	7,930,605
Converted Storage	10,434,233
Approximate Supply*	18,364,837

Storage Report
Month Ending August 31, 2011

Whole Canning Sizes	
Size	Tons
Small	21,184
Medium	8,351
Large	2,799
Ex. Large	427
Ex.Large Sev. "C"	1,172
Jumbo	1,556
Colossal	3,530
Super Colossal	712
Orchard Run	0
Total Canning	39,730
Limited	27,587
Total	67,318
Total Converted (*155)	10,434,233

Packout - Month Ending August 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	0	0				0	0
Large	0	2,132	0				2,132	2,132
Ex. Large	0	1,026	0				1,026	1,026
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
Green Ripe Whole	0	0	0				0	0
Total	0	3,158	0				3,158	
Conv. Total	0	3,158	0					3,158
Prior Year	0	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	191,191	0				191,191	191,191
Medium	30,251	252,647	0				282,898	317,051
Large	4,732	381,348	0				386,080	391,422
Ex. Large	0	250,187	0				250,187	250,187
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	0	0				0	0
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	34,983	1,075,373	0				1,110,356	
Conv. Total	74,479	1,075,373	0					1,149,852
Prior Year	12,380	553,111	0					565,491
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	0	0	0	0	0		0	0
Sliced	99,754	12,248	22,371	0	265,412		399,785	395,317
Chopped	713	0	0	52,284	0		52,997	43,254
Total	100,467	12,248	22,371	52,284	265,412		452,782	
Conv. Total	259,600	14,330	15,302	40,520	108,819			438,571
Prior Year	270,208	16,785	75,467	30,802	101,947			495,209
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	0					0	0
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	0					0	
Conv. Total	0	0						0
Prior Year	0	0						0

Converted Total 1,591,581

*Conversion factor changed as of December 2008.

Consumer 1,257,502
Food Service 334,079

Cumulative Packout - Month Ending August 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	0	0				0	0
Large	0	2,132	0				2,132	2,132
Ex. Large	0	1,026	0				1,026	1,026
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
Green Ripe Whole	0	0	0				0	0
Total	0	3,158	0				3,158	
Conv. Total	0	3,158	0					3,158
Prior Year	0	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	191,191	0				191,191	191,191
Medium	30,251	252,647	0				282,898	317,051
Large	4,732	381,348	0				386,080	391,422
Ex. Large	0	250,187	0				250,187	250,187
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	0	0				0	0
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	34,983	1,075,373	0				1,110,356	
Conv. Total	74,479	1,075,373	0					1,149,852
Prior Year	12,380	553,111	0					565,491
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	0	0	0	0	0		0	0
Sliced	99,754	12,248	22,371	0	265,412		399,785	395,317
Chopped	713	0	0	52,284	0		52,997	43,254
Total	100,467	12,248	22,371	52,284	265,412		452,782	
Conv. Total	259,600	14,330	15,302	40,520	108,819			438,571
Prior Year	270,208	16,785	75,467	30,802	101,947			495,209
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	0					0	0
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	0					0	
Conv. Total	0	0						0
Prior Year	0	0						0

Converted Total 1,591,581

*Conversion factor changed as of December 2008.

Consumer 1,257,502
Food Service 334,079

Inventory - Month Ending August 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	640	0	0				640	1,363
Medium	356	2,684	0				3,040	3,442
Large	0	9,477	0				9,477	9,477
Ex. Large	0	1,170	0				1,170	1,170
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,667	320	0				1,987	3,869
Colossal	0	2,304	0				2,304	2,304
Super Colossal	0	2,081	0				2,081	2,081
Green Ripe Whole	0	0	0				0	0
Total	2,663	18,036	0				20,699	
Conv. Total	5,670	18,036	0					23,706
Prior Year	6,485	10,202	0					16,687
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	6,883	405,344	3,000				415,227	421,741
Medium	70,586	1,362,234	12,170				1,444,990	1,519,582
Large	20,136	1,395,536	10,275				1,425,947	1,444,375
Ex. Large	43,451	880,099	4,505				928,055	975,224
Ex. Large Sev "C"	0	21,130	0				21,130	21,130
Jumbo	24,827	432,700	0				457,527	485,557
Colossal	6,113	219,588	0				225,701	232,603
Sup. Colossal	4,572	103,504	0				108,076	113,238
Green Ripe Whole	0	68,407	0				68,407	68,407
Total	176,568	4,888,542	29,950				5,095,060	
Conv. Total	375,913	4,888,542	17,401					5,281,856
Prior Year	197,186	2,466,226	14,749					2,678,161
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	5,133	0	0	0	2,644		7,777	14,302
Sliced	601,513	65,025	295,365	0	1,166,836		2,128,739	2,305,408
Chopped	10,133	1,494	6,726	276,038	0		294,391	264,563
Total	616,779	66,519	302,091	276,038	1,169,480		2,430,907	
Conv. Total	1,600,963	79,590	210,303	213,929	479,487			2,584,272
Prior Year	1,155,907	60,801	230,378	93,549	316,243			1,856,878
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	40,760					40,765	40,771
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	40,760					40,765	
Conv. Total	11	40,760						40,771
Prior Year	11	13,859						13,870

Converted Total 7,930,605

*Conversion factor changed as of December 2008.

Consumer	5,948,048
Food Service	1,982,557

Sales - Month Ending August 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	0	0				0	0
Large	0	153	0				153	153
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	143	0	0				143	304
Colossal	0	0	0				0	0
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
Total	143	187	0				330	
Conv. Total	304	187	0					491
Prior Year	17	145	0					162
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	182	68,739	300				69,221	69,301
Medium	9,630	171,744	708				182,082	192,658
Large	2,478	222,978	1,384				226,840	229,058
Ex. Large	6,904	78,672	0				85,576	93,371
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,315	43,123	0				44,438	45,923
Colossal	497	5,144	0				5,641	6,202
Sup. Colossal	0	744	0				744	744
Green Ripe Whole	0	6,959	0				6,959	6,959
Total	21,006	598,103	2,392				621,501	
Conv. Total	44,722	598,103	1,390					644,215
Prior Year	36,010	576,724	1,898					614,632
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,207	0	0	0	200		1,407	3,190
Sliced	115,823	12,034	77,227	0	190,664		395,748	443,320
Chopped	357	0	17	26,322	0		26,696	21,789
Total	117,387	12,034	77,244	26,322	190,864		423,851	
Conv. Total	302,721	14,080	52,844	20,400	78,254			468,299
Prior Year	219,063	13,578	50,056	23,249	70,537			376,483
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	646					646	646
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	646					646	
Conv. Total	0	646						646
Prior Year	0	238						238

Converted Total 1,113,651

Consumer 765,904
Food Service 347,747

Cumulative Sales - Month Ending August 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	0	0				0	0
Large	0	153	0				153	153
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	143	0	0				143	304
Colossal	0	0	0				0	0
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
Total	143	187	0				330	
Conv. Total	304	187	0					491
Prior Year	17	145	0					162
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	182	68,739	300				69,221	69,301
Medium	9,630	171,744	708				182,082	192,658
Large	2,478	222,978	1,384				226,840	229,058
Ex. Large	6,904	78,672	0				85,576	93,371
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,315	43,123	0				44,438	45,923
Colossal	497	5,144	0				5,641	6,202
Sup. Colossal	0	744	0				744	744
Green Ripe Whole	0	6,959	0				6,959	6,959
Total	21,006	598,103	2,392				621,501	
Conv. Total	44,722	598,103	1,390					644,215
Prior Year	36,010	576,724	1,898					614,632
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,207	0	0	0	200		1,407	3,190
Sliced	115,823	12,034	77,227	0	190,664		395,748	443,320
Chopped	357	0	17	26,322	0		26,696	21,789
Total	117,387	12,034	77,244	26,322	190,864		423,851	
Conv. Total	302,721	14,080	52,844	20,400	78,254			468,299
Prior Year	219,063	13,578	50,056	23,249	70,537			376,483
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	646					646	646
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	646					646	
Conv. Total	0	646						646
Prior Year	0	238						238

Converted Total 1,113,651

Consumer 765,904
Food Service 347,747

Consecutive Sales - 12 Months Month Ending August 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,615	0				2,615	2,615
Large	0	3,580	0				3,580	3,580
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,838	1,476	0				3,314	5,389
Colossal	112	1,326	0				1,438	1,564
Super Colossal	0	345	0				345	345
Green Ripe Whole	0	0	0				0	0
Total	1,950	10,056	0				12,006	
Conv. Total	4,152	10,056	0					14,208
Prior Year	5,180	10,745	0					15,925
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,930	799,390	5,720				809,040	811,080
Medium	108,383	2,364,537	16,841				2,489,761	2,605,069
Large	23,962	3,122,086	22,215				3,168,263	3,186,008
Ex. Large	45,436	1,057,177	0				1,102,613	1,153,910
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	15,240	433,487	0				448,727	465,933
Colossal	5,968	72,535	0				78,503	85,241
Sup. Colossal	0	16,145	0				16,145	16,145
Green Ripe Whole	0	87,554	0				87,554	87,554
Total	202,919	7,952,911	44,776				8,200,606	
Conv. Total	432,015	7,952,911	26,015					8,410,940
Prior Year	459,123	7,866,484	23,662					8,349,269
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,472	0	0	0	4,600		15,072	28,851
Sliced	1,058,376	146,366	909,383	0	2,110,164		4,224,289	4,383,752
Chopped	7,337	1,168	78	397,118	0		405,701	338,737
Total	1,076,185	147,534	909,461	397,118	2,114,764		4,645,062	
Conv. Total	2,780,414	173,993	622,114	307,766	867,053			4,751,340
Prior Year	2,686,493	117,143	662,829	330,688	921,744			4,718,897
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	18,308					18,308	18,308
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	18,308					18,308	
Conv. Total	0	18,308						18,308
Prior Year	296	26,485						26,781

Converted Total 13,194,796

Consumer 9,978,216
Food Service 3,216,580