

# California Monthly Olive Report



California Department of Food and Agriculture, California Agricultural Statistics Service

Cooperating with the USDA, National Agricultural Statistics Service, California Field Office

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)

Month Ending: March 31, 2013 Released April 23, 2013

## Summary Report - Sales Month Ending March 31, 2013 Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	12/13	11/12	Percent Change	12/13	11/12	Percent Change	12/13	11/12	Percent Change
Total	1,091,224	1,087,049	0.38	8,957,524	9,259,068	-3.26	13,410,197	13,611,498	-1.48
Markets									
Consumer	781,879	798,037	-2.02	6,682,976	6,861,392	-2.60	9,920,127	10,096,260	-1.74
Food Service	309,346	289,012	7.04	2,274,547	2,397,676	-5.14	3,490,070	3,515,238	-0.72
Styles									
Whole	972	262	271.03	9,883	8,969	10.19	14,696	12,103	21.42
Pitted	643,869	662,369	-2.79	5,623,954	5,880,998	-4.37	8,287,313	8,560,380	-3.19
Wedged	2,636	2,206	19.49	16,148	19,899	-18.85	25,638	29,688	-13.64
Sliced	415,861	400,573	3.82	3,063,462	3,130,375	-2.14	4,705,581	4,671,006	0.74
Chopped	25,470	20,051	27.03	228,833	210,882	8.51	352,617	325,645	8.28
Broken Pitted	2,416	1,587	52.24	15,243	7,945	91.86	24,353	12,676	92.12
Key Items									
24/300 Pitted	608,294	627,210	-3.02	5,354,546	5,572,499	-3.91	7,872,382	8,111,321	-2.95
6/10 Pitted	34,477	33,240	3.72	254,918	294,217	-13.36	391,813	427,452	-8.34
6/10 Sliced	270,893	252,517	7.28	1,985,639	2,065,650	-3.87	3,042,769	3,028,759	0.46
24/300 Whole	459	77	496.10	7,775	6,533	19.01	10,987	8,362	31.39
6/10 Whole	513	185	177.35	2,108	2,436	-13.48	3,709	3,741	-0.86
6/10 Wedged	2,562	2,042	25.47	15,254	18,669	-18.29	24,056	27,720	-13.22
2.25 Sliced	74,758	80,708	-7.37	541,286	564,612	-4.13	847,460	854,920	-0.87
4.25 Chopped	24,569	19,024	29.15	202,893	192,429	5.44	314,562	295,919	6.30

VIC TOLOMEO, Director  
KELLY KRUG, Deputy Director

DOUG FLOHR – BRIAN KUGEL  
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 March 31, 2013**  
**Converted 24/300 Case Basis**

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	12/13	11/12	Percent Change	12/13	11/12	Percent Change	12/13	11/12	Percent Change
Total	1,317,826	1,281,554	2.83	9,099,134	10,110,578	-10.00	8,509,405	8,249,844	3.15
<b>Markets</b>									
Consumer	1,184,913	776,956	52.51	7,409,879	7,351,037	0.80	6,511,790	5,915,642	10.08
Food Service	132,914	504,598	-73.66	1,689,254	2,759,541	-38.78	1,997,616	2,334,201	-14.42
<b>Styles</b>									
Whole	0	0	---	11,237	9,838	14.22	19,059	20,867	-8.66
Pitted	1,113,495	589,597	88.86	6,478,050	6,173,294	4.94	5,798,631	5,042,678	14.99
Wedged	0	0	---	18,718	28,876	-35.18	20,327	26,250	-22.57
Sliced	152,565	664,009	-77.02	2,371,406	3,607,386	-34.26	2,322,368	2,806,029	-17.24
Chopped	51,766	26,472	95.55	219,722	283,635	-22.53	283,193	313,015	-9.53
Broken Pitted	0	1,475	---	0	7,550	---	65,829	41,006	60.53
<b>Key Items</b>									
24/300 Pitted	1,063,993	588,710	80.73	6,193,140	5,855,763	5.76	5,460,325	4,672,236	16.87
6/10 Pitted	46,947	0	---	260,581	290,036	-10.16	309,767	338,664	-8.53
6/10 Sliced	65,961	502,478	-86.87	1,370,963	2,425,380	-43.47	1,617,394	1,930,179	-16.20
24/300 Whole	0	0	---	10,658	9,838	8.34	16,453	17,346	-5.15
6/10 Whole	0	0	---	579	0	---	2,606	3,521	-25.99
6/10 Wedged	0	0	---	18,718	26,543	-29.48	19,645	23,981	-18.08
2.25 Sliced	39,130	62,962	-37.85	543,238	488,704	11.16	330,025	369,691	-10.73
4.25 Chopped	28,980	24,352	19.01	177,672	266,052	-33.22	232,095	265,149	-12.47

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	8,509,405
Converted Storage	5,967,423
Approximate Supply*	14,476,828

**Storage Report**  
**Month Ending March 31, 2013**

Whole Canning Sizes	
Size	Tons
Small	6,683
Medium	5,848
Large	4,700
Ex. Large	9,560
Ex.Large Sev. "C"	618
Jumbo	2,182
Colossal	3,206
Super Colossal	936
Orchard Run	0
Total Canning	33,734
Limited	4,765
Total	38,500
Total Converted (*155)	5,967,423

**Packout - Month Ending March 31, 2013**

<b>RIPE WHOLE</b>	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	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	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	0	0	0				0	
Conv. Total	0	0	0					0
Prior Year	0	0	0					0
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	47,505	2,788				50,293	49,125
Medium	20,090	76,740	1,610				98,440	120,447
Large	0	232,657	0				232,657	232,657
Ex. Large	1,455	679,320	0				680,775	682,418
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	506	27,771	0				28,277	28,848
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	22,051	1,063,993	4,398				1,090,442	
Conv. Total	46,947	1,063,993	2,555					1,113,495
Prior Year	0	588,710	887					589,597
<b>LIMITED</b>	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	25,616	0	69,406	0	95,440		190,462	152,565
Chopped	5,218	1,183	0	37,394	0		43,795	51,766
Total	30,834	1,183	69,406	37,394	95,440		234,257	
Conv. Total	85,967	2,780	47,474	28,980	39,130			204,332
Prior Year	504,598	66,414	32,156	24,352	62,962			690,482
<b>BROKEN PITTED</b>	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	1,475						1,475

Converted Total 1,317,826

\*Conversion factor changed as of December 2008.

Consumer 1,184,913  
Food Service 132,914

**Cumulative Packout - Month Ending March 31, 2013**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	324	0				324	324
Medium	0	2,912	0				2,912	2,912
Large	0	3,610	0				3,610	3,610
Ex. Large	0	3,812	0				3,812	3,812
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	272	0	0				272	579
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	272	10,658	0				10,930	
<b>Conv. Total</b>	579	10,658	0					11,237
<b>Prior Year</b>	0	9,838	0					9,838
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	228,700	6,087				234,787	232,237
Medium	92,747	1,651,350	17,313				1,761,410	1,858,867
Large	15,563	2,163,182	18,474				2,197,219	2,207,049
Ex. Large	13,580	2,019,076	0				2,032,656	2,047,988
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	506	58,532	0				59,038	59,609
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	72,300	0				72,300	72,300
<b>Total</b>	122,396	6,193,140	41,874				6,357,410	
<b>Conv. Total</b>	260,581	6,193,140	24,329					6,478,050
<b>Prior Year</b>	290,036	5,855,763	27,495					6,173,294
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	7,269	0	0	0	0		7,269	18,718
Sliced	532,413	73,994	541,860	0	1,324,970		2,473,237	2,371,406
Chopped	10,019	1,548	0	229,254	0		240,821	219,722
<b>Total</b>	549,701	75,542	541,860	229,254	1,324,970		2,721,327	
<b>Conv. Total</b>	1,428,094	90,211	370,632	177,672	543,238			2,609,847
<b>Prior Year</b>	2,469,505	228,840	464,462	266,052	491,037			3,919,896
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	0					0	0
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	0					0	
<b>Conv. Total</b>	0	0						0
<b>Prior Year</b>	0	7,550						7,550

Converted Total 9,099,134

\*Conversion factor changed as of December 2008.

Consumer 7,409,879  
Food Service 1,689,254

**Inventory - Month Ending March 31, 2013**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	422	0				422	422
Medium	0	2,293	0				2,293	2,293
Large	0	5,271	0				5,271	5,271
Ex. Large	0	4,157	0				4,157	4,157
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	965	1,565	0				2,530	3,619
Colossal	259	1,674	0				1,933	2,225
Super Colossal	0	1,071	0				1,071	1,071
Green Ripe Whole	0	0	0				0	0
Total	1,224	16,453	0				17,677	
Conv. Total	2,606	16,453	0					19,059
Prior Year	3,521	17,346	0					20,867
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	10,991	636,409	7,575				654,975	664,210
Medium	72,782	1,173,281	22,847				1,268,910	1,341,508
Large	16,558	1,706,338	18,697				1,741,593	1,752,453
Ex. Large	28,588	1,223,389	0				1,251,977	1,284,253
Ex. Large Sev "C"	0	23,898	0				23,898	23,898
Jumbo	13,458	323,730	0				337,188	352,382
Colossal	1,886	126,382	0				128,268	130,397
Sup. Colossal	1,236	66,856	0				68,092	69,487
Green Ripe Whole	0	180,042	0				180,042	180,042
Total	145,499	5,460,325	49,119				5,654,943	
Conv. Total	309,767	5,460,325	28,538					5,798,631
Prior Year	338,664	4,672,236	31,778					5,042,678
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	7,629	0	0	0	1,663		9,292	20,327
Sliced	628,114	132,137	322,148	0	804,939		1,887,338	2,322,368
Chopped	12,570	1,222	26	299,478	0		313,296	283,193
Total	648,313	133,359	322,174	299,478	806,602		2,209,926	
Conv. Total	1,685,232	157,472	220,381	232,095	330,707			2,625,887
Prior Year	1,992,005	196,213	319,966	265,149	371,959			3,145,292
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	65,818					65,823	65,829
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	65,818					65,823	
Conv. Total	11	65,818						65,829
Prior Year	11	40,995						41,006

Converted Total 8,509,405

\*Conversion factor changed as of December 2008.

Consumer 6,511,790  
Food Service 1,997,616

**Sales - Month Ending March 31, 2013**

<b>RIPE WHOLE</b>	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	221	0				221	221
Ex. Large	0	204	0				204	204
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	241	0	0				241	513
Colossal	0	0	0				0	0
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	241	459	0				700	
<b>Conv. Total</b>	513	459	0					972
<b>Prior Year</b>	185	77	0					262
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	706	53,778	0				54,484	55,281
Medium	8,305	161,483	1,214				171,002	179,870
Large	1,700	232,384	676				234,760	236,396
Ex. Large	3,466	89,366	0				92,832	96,745
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,316	53,064	0				54,380	55,866
Colossal	701	5,356	0				6,057	6,848
Sup. Colossal	0	887	0				887	887
Green Ripe Whole	0	11,976	0				11,976	11,976
<b>Total</b>	16,194	608,294	1,890				626,378	
<b>Conv. Total</b>	34,477	608,294	1,098					643,869
<b>Prior Year</b>	33,240	627,210	1,919					662,369
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	995	0	0	0	180		1,175	2,636
Sliced	105,201	14,116	78,501	0	182,337		380,155	415,861
Chopped	235	0	0	31,702	0		31,937	25,470
<b>Total</b>	106,431	14,116	78,501	31,702	182,517		413,267	
<b>Conv. Total</b>	274,356	16,516	53,695	24,569	74,832			443,967
<b>Prior Year</b>	255,587	12,059	55,289	19,024	80,872			422,831
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	2,416					2,416	2,416
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	2,416					2,416	
<b>Conv. Total</b>	0	2,416						2,416
<b>Prior Year</b>	0	1,587						1,587

Converted Total 1,091,224

Consumer 781,879  
Food Service 309,346

**Cumulative Sales - Month Ending March 31, 2013**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	612	0				612	612
Large	0	4,893	0				4,893	4,893
Ex. Large	0	204	0				204	204
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	990	816	0				1,806	2,924
Colossal	0	859	0				859	859
Super Colossal	0	289	0				289	289
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	990	7,775	0				8,765	
Conv. Total	2,108	7,775	0					9,883
Prior Year	2,436	6,533	0					8,969
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	5,110	636,372	3,800				645,282	649,459
Medium	63,144	1,417,547	11,267				1,491,958	1,558,527
Large	13,680	2,008,532	9,873				2,032,085	2,043,393
Ex. Large	24,960	711,300	0				736,260	764,440
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	8,967	409,226	0				418,193	428,317
Colossal	3,875	58,729	0				62,604	66,979
Sup. Colossal	0	7,820	0				7,820	7,820
Green Ripe Whole	0	105,020	0				105,020	105,020
<b>Total</b>	119,736	5,354,546	24,940				5,499,222	
Conv. Total	254,918	5,354,546	14,490					5,623,954
Prior Year	294,217	5,572,499	14,282					5,880,998
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	5,924	0	0	0	2,180		8,104	16,148
Sliced	771,122	115,383	587,046	0	1,320,209		2,793,760	3,063,462
Chopped	4,337	586	6,451	261,798	0		273,172	228,833
<b>Total</b>	781,383	115,969	593,497	261,798	1,322,389		3,075,036	
Conv. Total	2,017,522	136,375	409,474	202,893	542,179			3,308,444
Prior Year	2,101,023	111,397	390,465	192,429	565,842			3,361,156
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	15,243					15,243	15,243
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	15,243					15,243	
Conv. Total	0	15,243						15,243
Prior Year	0	7,945						7,945

Converted Total 8,957,524

Consumer 6,682,976  
Food Service 2,274,547

**Consecutive Sales - 12 Months Month Ending March 31, 2013**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	952	0				952	952
Large	0	5,947	0				5,947	5,947
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,742	1,428	0				3,170	5,137
Colossal	0	1,501	0				1,501	1,501
Super Colossal	0	445	0				445	445
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	1,742	10,987	0				12,729	
<b>Conv. Total</b>	3,709	10,987	0					14,696
<b>Prior Year</b>	3,741	8,362	0					12,103
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	6,825	951,403	5,800				964,028	969,303
Medium	98,105	2,077,371	18,451				2,193,927	2,296,957
Large	21,614	2,957,224	15,539				2,994,377	3,012,268
Ex. Large	37,913	1,045,846	0				1,083,759	1,126,563
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	13,538	587,414	0				600,952	616,236
Colossal	6,041	88,345	0				94,386	101,206
Sup. Colossal	0	11,764	0				11,764	11,764
Green Ripe Whole	0	153,015	0				153,015	153,015
<b>Total</b>	184,036	7,872,382	39,790				8,096,208	
<b>Conv. Total</b>	391,813	7,872,382	23,118					8,287,313
<b>Prior Year</b>	427,452	8,111,321	21,607					8,560,380
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,342	0	0	0	3,860		13,202	25,638
Sliced	1,181,658	168,224	904,283	0	2,066,975		4,321,140	4,705,581
Chopped	7,231	926	6,630	405,887	0		420,674	352,617
<b>Total</b>	1,198,231	169,150	910,913	405,887	2,070,835		4,755,016	
<b>Conv. Total</b>	3,094,549	198,998	626,684	314,562	849,042			5,083,836
<b>Prior Year</b>	3,084,045	176,523	612,965	295,919	856,888			5,026,340
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	24,353					24,353	24,353
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	24,353					24,353	
<b>Conv. Total</b>	0	24,353						24,353
<b>Prior Year</b>	0	12,676						12,676

Converted Total 13,410,197

Consumer 9,920,127  
Food Service 3,490,070