



# California Monthly Olive Report



## California Department of Food and Agriculture

Cooperating with the USDA, National Agricultural Statistics Service, Pacific Regional Office-California

Pacific Regional Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · (855) 270-2722 Fax · [www.nass.usda.gov/ca](http://www.nass.usda.gov/ca)

Month Ending: January 31, 2014 Released: March 18, 2014

### Summary Report - Sales Month Ending January 31, 2014 Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	13/14	12/13	Percent Change	13/14	12/13	Percent Change	13/14	12/13	Percent Change
Total	932,935	973,891	-4.21	6,884,218	7,045,298	-2.29	13,068,032	13,425,932	-2.67
<b>Markets</b>									
Consumer	654,011	684,739	-4.49	5,314,884	5,353,611	-0.72	9,827,363	9,972,079	-1.45
Food Service	278,924	289,153	-3.54	1,569,334	1,691,688	-7.23	3,240,670	3,453,852	-6.17
<b>Styles</b>									
Whole	1,573	1,272	23.67	8,521	8,639	-1.36	12,307	14,193	-13.29
Pitted	529,611	547,133	-3.20	4,468,405	4,545,198	-1.69	8,158,892	8,340,208	-2.17
Wedged	2,693	1,720	56.58	12,649	11,776	7.41	25,507	25,653	-0.57
Sliced	374,274	381,631	-1.93	2,226,802	2,288,331	-2.69	4,540,089	4,668,929	-2.76
Chopped	23,832	39,838	-40.18	152,194	179,805	-15.36	303,578	353,087	-14.02
Broken Pitted	952	2,298	-58.57	15,647	11,550	35.47	27,658	23,862	15.91
<b>Key Items</b>									
24/300 Pitted	499,009	513,202	-2.77	4,277,440	4,343,868	-1.53	7,757,543	7,925,404	-2.12
6/10 Pitted	29,546	32,748	-9.78	182,023	190,626	-4.51	381,059	392,528	-2.92
6/10 Sliced	246,355	253,921	-2.98	1,361,253	1,476,626	-7.81	2,806,608	3,004,237	-6.58
24/300 Whole	1,539	1,080	42.50	7,133	7,078	0.78	9,429	10,444	-9.72
6/10 Whole	34	192	-82.26	1,388	1,561	-11.08	2,878	3,749	-23.22
6/10 Wedged	2,521	1,671	50.86	11,837	11,054	7.09	23,834	23,996	-0.67
2.25 Sliced	64,333	60,865	5.70	403,786	405,265	-0.37	824,602	858,974	-4.00
4.25 Chopped	23,365	32,582	-28.29	138,563	159,472	-13.11	275,860	313,415	-11.98

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**Summary Report - Packout and Inventory**

**Month Ending January 31, 2014**

**Converted 24/300 Case Basis**

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	13/14	12/13	Percent Change	13/14	12/13	Percent Change	13/14	12/13	Percent Change
Total	1,034,661	907,897	13.96	7,162,465	6,650,560	7.70	8,708,916	7,995,351	8.92
<b>Markets</b>									
Consumer	785,445	744,425	5.51	5,625,071	5,220,677	7.75	7,259,019	5,663,718	28.17
Food Service	249,216	163,472	52.45	1,537,394	1,429,883	7.52	1,449,896	2,331,634	-37.82
<b>Styles</b>									
Whole	3,777	1,975	91.24	19,336	11,237	72.08	29,366	20,398	43.96
Pitted	687,268	668,015	2.88	4,747,651	4,457,401	6.51	6,633,238	4,868,684	36.24
Wedged	0	10,838	-100.00	2,606	14,732	-82.31	21,805	20,862	4.52
Sliced	327,805	206,922	58.42	2,301,867	2,023,517	13.76	1,771,619	2,756,802	-35.74
Chopped	15,811	20,147	-21.52	91,005	143,673	-36.66	203,555	259,074	-21.43
Broken Pitted	0	0	---	0	0	---	49,332	69,532	-29.05
<b>Key Items</b>									
24/300 Pitted	634,331	632,269	0.33	4,573,997	4,256,423	7.46	6,266,871	4,542,103	37.97
6/10 Pitted	50,843	35,746	42.23	168,906	184,512	-8.46	349,878	302,075	15.82
6/10 Sliced	186,821	105,248	77.51	1,343,828	1,214,836	10.62	1,023,148	1,976,346	-48.23
24/300 Whole	3,777	1,396	170.56	14,363	10,658	34.76	23,113	17,151	34.76
6/10 Whole	0	579	-100.00	4,973	579	758.95	6,253	3,247	92.57
6/10 Wedged	0	10,838	-100.00	2,606	14,732	-82.31	19,143	20,008	-4.33
2.25 Sliced	40,121	56,819	-29.39	309,381	411,708	-24.85	263,792	334,138	-21.05
4.25 Chopped	2,710	8,228	-67.06	72,376	127,591	-43.28	149,794	228,197	-34.36

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

Approximate Supply in Converted Cases

Total Inventory*	8,708,916
Converted Storage	10,575,357
<u>Approximate Supply*</u>	<u>19,284,273</u>

**Storage Report**  
**Month Ending January 31, 2014**

Whole Canning Sizes	
Size	Tons
Small	8,505
Medium	12,065
Large	16,942
Ex. Large	15,114
Ex.Large Sev. "C"	585
Jumbo	1,543
Colossal	1,546
Super Colossal	424
Orchard Run	0
Total Canning	56,724
Limited	11,504
<hr/>	
Total	68,228
Total Converted (*155)	10,575,357

**Packout - Month Ending January 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,184	0				1,184	1,184
Large	0	0	0				0	0
Ex. Large	0	570	0				570	570
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	472	0				472	472
Colossal	0	181	0				181	181
Super Colossal	0	1,370	0				1,370	1,370
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	0	3,777	0				3,777	
<b>Conv. Total</b>	0	3,777	0					3,777
Prior Year	579	1,396	0					1,975
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	6,058	2,687	0				8,745	15,584
Medium	12,683	93,704	3,605				109,992	122,801
Large	5,140	145,825	0				150,965	156,768
Ex. Large	0	335,993	0				335,993	335,993
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	56,122	0				56,122	56,122
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	23,881	634,331	3,605				661,817	
<b>Conv. Total</b>	50,843	634,331	2,095					687,268
Prior Year	35,746	632,269	0					668,015
<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	72,552	61,195	42,785	0	97,856		274,388	327,805
Chopped	3,013	659	0	3,497	0		7,169	15,811
<b>Total</b>	75,565	61,854	42,785	3,497	97,856		281,557	
<b>Conv. Total</b>	198,373	73,147	29,265	2,710	40,121			343,616
Prior Year	127,147	45,014	698	8,228	56,819			237,906
<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
Prior Year	0	0						0

Converted Total 1,034,661

\*Conversion factor changed as of December 2008.

Consumer	785,445
Food Service	249,216

**Cumulative Packout - Month Ending January 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,184	0				1,184	1,184
Large	0	7,840	0				7,840	7,840
Ex. Large	0	570	0				570	570
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,336	472	0				2,808	5,445
Colossal	0	2,927	0				2,927	2,927
Super Colossal	0	1,370	0				1,370	1,370
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	2,336	14,363	0				16,699	
<b>Conv. Total</b>	4,973	14,363	0					19,336
<b>Prior Year</b>	579	10,658	0					11,237
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	7,087	61,728	0				68,815	76,816
Medium	45,212	1,474,315	3,605				1,523,132	1,572,666
Large	15,944	1,536,418	4,566				1,556,928	1,573,016
Ex. Large	6,801	1,216,702	0				1,223,503	1,231,181
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	126,316	0				126,316	126,316
Colossal	4,292	125,441	0				129,733	134,579
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	33,077	0				33,077	33,077
<b>Total</b>	79,336	4,573,997	8,171				4,661,504	
<b>Conv. Total</b>	168,906	4,573,997	4,747					4,747,651
<b>Prior Year</b>	184,512	4,256,423	16,466					4,457,401
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,012	0	0	0	0		1,012	2,606
Sliced	521,875	171,402	655,142	0	754,589		2,103,008	2,301,867
Chopped	4,455	659	0	93,388	0		98,502	91,005
<b>Total</b>	527,342	172,061	655,142	93,388	754,589		2,202,522	
<b>Conv. Total</b>	1,363,514	202,089	448,117	72,376	309,381			2,395,478
<b>Prior Year</b>	1,244,792	85,721	312,109	127,591	411,708			2,181,921
<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	0						0

Converted Total 7,162,465

\*Conversion factor changed as of December 2008.

Consumer 5,625,071  
Food Service 1,537,394

**Inventory - Month Ending January 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	422	0				422	422
Medium	0	2,286	0				2,286	2,286
Large	0	10,253	0				10,253	10,253
Ex. Large	0	3,859	0				3,859	3,859
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,825	2,032	0				4,857	8,046
Colossal	112	2,052	0				2,164	2,290
Super Colossal	0	2,209	0				2,209	2,209
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,937</b>	<b>23,113</b>	<b>0</b>				<b>26,050</b>	
<b>Conv. Total</b>	<b>6,253</b>	<b>23,113</b>	<b>0</b>					<b>29,366</b>
<b>Prior Year</b>	<b>3,247</b>	<b>17,151</b>	<b>0</b>					<b>20,398</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	6,905	292,878	4,356				304,139	310,110
Medium	71,333	1,576,362	13,806				1,661,501	1,736,251
Large	22,010	2,028,925	10,219				2,061,154	2,081,722
Ex. Large	42,192	1,630,985	0				1,673,177	1,720,812
Ex. Large Sev "C"	0	28,003	0				28,003	28,003
Jumbo	16,170	293,001	0				309,171	327,427
Colossal	5,673	135,876	0				141,549	147,954
Sup. Colossal	56	21,670	0				21,726	21,789
Green Ripe Whole	0	259,171	0				259,171	259,171
<b>Total</b>	<b>164,339</b>	<b>6,266,871</b>	<b>28,381</b>				<b>6,459,591</b>	
<b>Conv. Total</b>	<b>349,878</b>	<b>6,266,871</b>	<b>16,489</b>					<b>6,633,238</b>
<b>Prior Year</b>	<b>302,075</b>	<b>4,542,103</b>	<b>24,505</b>					<b>4,868,683</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	7,434	0	0	0	6,494		13,928	21,805
Sliced	397,339	166,810	423,262	0	643,396		1,630,807	1,771,619
Chopped	13,426	973	0	193,282	0		207,681	203,555
<b>Total</b>	<b>418,199</b>	<b>167,783</b>	<b>423,262</b>	<b>193,282</b>	<b>649,890</b>		<b>1,852,416</b>	
<b>Conv. Total</b>	<b>1,093,766</b>	<b>197,454</b>	<b>289,511</b>	<b>149,794</b>	<b>266,455</b>			<b>1,996,980</b>
<b>Prior Year</b>	<b>2,026,301</b>	<b>185,778</b>	<b>261,470</b>	<b>228,197</b>	<b>334,993</b>			<b>3,036,739</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	49,332					49,332	49,332
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>49,332</b>					<b>49,332</b>	
<b>Conv. Total</b>	<b>0</b>	<b>49,332</b>						<b>49,332</b>
<b>Prior Year</b>	<b>11</b>	<b>69,521</b>						<b>69,532</b>

Converted Total 8,708,916

\*Conversion factor changed as of December 2008.

Consumer	7,259,019
Food Service	1,449,896

**Sales - Month Ending January 31, 2014**

<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	9	0				9	9
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	16	612	0				628	646
Colossal	0	612	0				612	612
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	16	1,539	0				1,555	
<b>Conv. Total</b>	34	1,539	0					1,573
<b>Prior Year</b>	192	1,080	0					1,272
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,154	44,831	100				46,085	47,346
Medium	7,433	117,651	517				125,601	133,776
Large	1,135	194,898	1,200				197,233	198,012
Ex. Large	2,915	94,448	0				97,363	100,654
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	654	27,829	0				28,483	29,221
Colossal	587	5,114	0				5,701	6,364
Sup. Colossal	0	1,764	0				1,764	1,764
Green Ripe Whole	0	12,474	0				12,474	12,474
<b>Total</b>	13,878	499,009	1,817				514,704	
<b>Conv. Total</b>	29,546	499,009	1,056					529,611
<b>Prior Year</b>	32,748	513,202	1,182					547,132
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	979	0	0	0	420		1,399	2,693
Sliced	95,672	16,711	64,377	0	156,909		333,669	374,274
Chopped	122	0	0	30,148	0		30,270	23,832
<b>Total</b>	96,773	16,711	64,377	30,148	157,329		365,338	
<b>Conv. Total</b>	249,344	19,552	44,034	23,365	64,505			400,799
<b>Prior Year</b>	256,213	18,394	55,087	32,582	60,914			423,190
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	952					952	952
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	952					952	
<b>Conv. Total</b>	0	952						952
<b>Prior Year</b>	0	2,298						2,298
<b>Converted Total</b>								<b>932,935</b>
<b>Consumer</b>								<b>654,011</b>
<b>Food Service</b>								<b>278,924</b>

**Cumulative Sales - Month Ending January 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	196	0				196	196
Medium	0	680	0				680	680
Large	0	4,336	0				4,336	4,336
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	652	714	0				1,366	2,102
Colossal	0	816	0				816	816
Super Colossal	0	85	0				85	85
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	652	7,133	0				7,785	
<b>Conv. Total</b>	1,388	7,133	0					8,521
<b>Prior Year</b>	1,561	7,078	0					8,639
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	6,349	392,257	1,768				400,374	406,801
Medium	44,000	1,122,161	6,308				1,172,469	1,219,502
Large	8,583	1,755,239	7,314				1,771,136	1,777,762
Ex. Large	18,321	612,007	0				630,328	651,012
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	5,510	246,212	0				251,722	257,943
Colossal	2,734	57,017	0				59,751	62,838
Sup. Colossal	0	6,323	0				6,323	6,323
Green Ripe Whole	0	86,224	0				86,224	86,224
<b>Total</b>	85,497	4,277,440	15,390				4,378,327	
<b>Conv. Total</b>	182,023	4,277,440	8,942					4,468,405
<b>Prior Year</b>	190,626	4,343,868	10,703					4,545,197
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	4,597	0	0	0	1,980		6,577	12,649
Sliced	528,642	129,184	454,120	0	984,843		2,096,789	2,226,802
Chopped	3,347	340	0	178,791	0		182,478	152,194
<b>Total</b>	536,586	129,524	454,120	178,791	986,823		2,285,844	
<b>Conv. Total</b>	1,385,923	151,944	310,618	138,563	404,597			2,391,646
<b>Prior Year</b>	1,499,501	103,937	311,016	159,472	405,986			2,479,912
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	15,647					15,647	15,647
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	15,647					15,647	
<b>Conv. Total</b>	0	15,647						15,647
<b>Prior Year</b>	0	11,550						11,550
<b>Converted Total</b>								<b>6,884,218</b>
<b>Consumer</b>								<b>5,314,884</b>
<b>Food Service</b>								<b>1,569,334</b>

**Consecutive Sales - 12 Months Month Ending January 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	196	0				196	196
Medium	0	1,156	0				1,156	1,156
Large	0	5,527	0				5,527	5,527
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,352	816	0				2,168	3,694
Colossal	0	1,020	0				1,020	1,020
Super Colossal	0	204	0				204	204
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,352</b>	<b>9,429</b>	<b>0</b>				<b>10,781</b>	
<b>Conv. Total</b>	<b>2,878</b>	<b>9,429</b>	<b>0</b>					<b>12,307</b>
<b>Prior Year</b>	<b>3,749</b>	<b>10,444</b>	<b>0</b>					<b>14,193</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	14,746	744,958	4,868				764,572	779,181
Medium	90,897	2,021,888	14,781				2,127,566	2,223,995
Large	18,062	3,089,719	15,274				3,123,055	3,137,047
Ex. Large	38,024	1,120,532	0				1,158,556	1,201,485
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	11,359	515,343	0				526,702	539,526
Colossal	5,897	89,548	0				95,445	102,103
Sup. Colossal	0	11,743	0				11,743	11,743
Green Ripe Whole	0	163,812	0				163,812	163,812
<b>Total</b>	<b>178,985</b>	<b>7,757,543</b>	<b>34,923</b>				<b>7,971,451</b>	
<b>Conv. Total</b>	<b>381,059</b>	<b>7,757,543</b>	<b>20,290</b>					<b>8,158,892</b>
<b>Prior Year</b>	<b>392,528</b>	<b>7,925,404</b>	<b>22,276</b>					<b>8,340,208</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,256	0	0	0	4,080		13,336	25,507
Sliced	1,089,945	229,022	937,022	0	2,011,225		4,267,214	4,540,089
Chopped	6,857	884	-528	355,949	0		363,162	303,578
<b>Total</b>	<b>1,106,058</b>	<b>229,906</b>	<b>936,494</b>	<b>355,949</b>	<b>2,015,305</b>		<b>4,643,712</b>	
<b>Conv. Total</b>	<b>2,856,732</b>	<b>270,033</b>	<b>640,274</b>	<b>275,860</b>	<b>826,275</b>			<b>4,869,175</b>
<b>Prior Year</b>	<b>3,057,575</b>	<b>188,793</b>	<b>627,256</b>	<b>313,415</b>	<b>860,630</b>			<b>5,047,669</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	27,658					27,658	27,658
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>27,658</b>					<b>27,658</b>	
<b>Conv. Total</b>	<b>0</b>	<b>27,658</b>						<b>27,658</b>
<b>Prior Year</b>	<b>0</b>	<b>23,862</b>						<b>23,862</b>
<b>Converted Total</b>								<b>13,068,032</b>
<b>Consumer</b>								<b>9,827,363</b>
<b>Food Service</b>								<b>3,240,670</b>