

CALIFORNIA MONTHLY OLIVE REPORT

Released: March 22, 2001

Summary Report - Sales									
Month Ending February 28, 2001									
Converted 24/300 Case Basis									
Item	Monthly Sales			Year-to-Date Sales			Consecutive 12-Month Sales		
	00/01	99/00	% Change	00/01	99/00	% change	00/01	99/00	% change
Total	773,292	860,285	-10.11	8,424,604	9,642,635	-12.63	14,587,779	16,272,620	-10.35
Markets									
Consumer	371,940	409,705	-9.22	5,331,349	6,277,985	-15.08	9,014,893	10,386,631	-13.21
Food Service	401,352	450,580	-10.93	3,093,255	3,364,650	-8.07	5,572,886	5,885,989	-5.32
Styles									
Whole	1,768	9,445	-81.28	45,561	75,495	-39.65	87,291	110,508	-21.01
Pitted	354,365	363,135	-2.41	4,992,399	6,023,927	-17.12	8,490,337	9,924,854	-14.45
Wedged	7,350	8,954	-17.91	48,915	62,911	-22.25	88,716	108,583	-18.30
Sliced	361,317	432,677	-16.49	2,933,126	3,082,560	-4.85	5,234,741	5,441,250	-3.80
Chopped	41,602	39,362	5.69	347,543	325,606	6.74	585,649	576,743	1.54
Broken Pitt	6,889	6,711	2.65	57,060	72,137	-20.90	101,044	110,682	-8.71
Key Items									
24/300 Pitt	249,132	264,057	-5.65	4,169,738	5,159,227	-19.18	7,014,944	8,390,524	-16.39
6/10 Pitt	99,801	92,961	7.36	772,405	813,003	-4.99	1,390,099	1,437,775	-3.32
6/10 Sliced	270,566	330,581	-18.15	2,145,145	2,368,251	-9.42	3,865,124	4,129,262	-6.40
24/300 Whole	-18	8,006	-100.22	30,200	58,421	-48.31	57,997	78,415	-26.04
6/10 Whole	1,786	1,439	24.13	14,569	16,527	-11.85	28,133	30,815	-8.70
6/10 Wedged	6,953	8,925	-22.10	48,119	61,270	-21.46	86,739	104,893	-17.31
2.25 Sliced	51,527	59,158	-12.90	459,588	430,887	6.66	822,804	814,076	1.07
4.5 Chopped	19,412	22,564	-13.97	230,359	215,865	6.71	373,969	381,112	-1.87

Summary Report - Packout and Inventory					
Month Ending February 28, 2001					
Converted 24/300 Case Basis					
Item	Monthly Packout	Year-to-Date Packout	Inventory		
			00/01	99/00	% change
Total	1,101,722	8,062,298	6,222,094	6,263,883	-0.67
Markets					
Consumer	690,342	5,171,695	4,532,640	4,544,595	-0.26

Food Service	411,380	2,890,602	1,689,455	1,719,288	-1.74
Styles					
Whole	5,998	54,343	68,279	101,499	-32.73
Pitted	732,002	4,860,761	4,575,549	4,569,775	0.13
Wedged	0	53,998	33,919	47,211	-28.15
Sliced	313,807	2,718,510	1,323,435	1,275,607	3.75
Chopped	42,290	362,515	174,959	183,791	-4.81
Broken Pitt	7,625	12,170	45,953	86,000	-46.57
Key Items					
24/300 Pitt	545,501	3,914,346	3,799,764	3,905,080	-2.70
6/10 Pitt	164,455	883,897	705,353	608,928	15.84
6/10 Sliced	224,880	1,843,311	881,775	978,933	-9.92
24/300 Whole	2,455	30,176	39,359	66,990	-41.25
6/10 Whole	3,543	23,821	28,450	33,263	-14.47
6/10 Wedged	0	53,998	30,941	42,225	-26.72
2.25 Sliced	56,752	547,061	293,077	159,701	83.52
4.5 Chopped	23,787	249,852	127,237	123,099	3.36
			Approximate Supply in Converted Cases		
			Total Inventory	6,222,094	
			Converted Storage	5,724,770	
			Approximate Supply	11,946,864	

Storage - Month Ending February 28, 2001	
Whole Canning Sizes	
Size	Tons
Small	7,060
Medium	3,343
Large	5,315
Ex. Large	6,755
Ex.Large Sev. "C"	1,189
Jumbo	2,068
Colossal	2,504
Super Colossal	675
Orchard Run	0
Total Canning	28,909
Limited	8,025
Total	36,934

Total Converted (*155)	5,724,770
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Packout - Month Ending February 28, 2001							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	1,920	0			1,920	1,920
Large	0	0	0			0	0
Ex. Large	0	535	0			535	535
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,664	0	0			1,664	3,543
Colossal	0	0	0			0	0
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	1,664	2,455	0			4,119	
Conv. Total	3,543	2,455	0				5,998
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	153,537	0			153,537	153,537
Medium	48,650	111,017	26,173			185,840	229,799
Large	0	68,171	11,773			79,944	75,011
Ex. Large	0	148,416	0			148,416	148,416
Ex. Large Sev "C"	18,273	2,282	0			20,555	41,185
Jumbo	7,998	30,079	0			38,077	47,107
Colossal	2,324	30,143	0			32,467	35,091
Sup. Colossal	0	1,856	0			1,856	1,856
Grn. Ripe Whole	0	0	0			0	0
Total	77,245	545,501	37,946			660,692	
Conv. Total	164,455	545,501	22,047				732,002
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	0	0	0	0	0	0	0
Sliced	87,332	9,226	31,259	0	138,419	266,236	313,807
Chopped	4,826	0	0	30,693	0	35,519	42,290
Total	92,158	9,226	31,259	30,693	138,419	301,755	
Conv. Total	243,383	10,794	21,381	23,787	56,752		356,097
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	0	7,625				7,625	7,625
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	0	7,625				7,625	

Conv. Total	0	7,625	7,625
Converted Total			1,101,722

Cumulative Packout - Month Ending February 28, 2001							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	5,745	0			5,745	5,745
Medium	0	4,965	0			4,965	4,965
Large	0	9,377	595			9,972	9,723
Ex. Large	0	5,010	0			5,010	5,010
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	9,830	3,274	0			13,104	24,202
Colossal	1,359	1,805	0			3,164	4,698
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	11,189	30,176	595			41,960	
Conv. Total	23,821	30,176	346				54,343
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	617,643	4,478			622,121	620,245
Medium	144,859	825,247	66,068			1,036,174	1,172,037
Large	35,868	816,973	33,305			886,146	912,686
Ex. Large	73,303	1,129,792	3,753			1,206,848	1,288,035
Ex. Large Sev "C"	51,390	57,209	0			108,599	166,618
Jumbo	102,394	288,156	0			390,550	506,153
Colossal	7,356	165,150	0			172,506	180,811
Sup. Colossal	0	6,395	0			6,395	6,395
Grn. Ripe Whole	0	7,781	0			7,781	7,781
Total	415,170	3,914,346	107,604			4,437,120	
Conv. Total	883,897	3,914,346	62,518				4,860,761
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	20,970	0	0	0	0	20,970	53,998
Sliced	715,849	50,160	393,935	0	1,334,294	2,494,238	2,718,510
Chopped	22,320	0	22,023	322,390	0	366,733	362,515
Total	759,139	50,160	415,958	322,390	1,334,294	2,881,941	
Conv. Total	1,982,884	58,687	296,540	249,852	547,061		3,135,024
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	0	12,170				12,170	12,170

Bkn. Pitt Grn. Ripe	0	0			0	0
Total	0	12,170			12,170	
Conv. Total	0	12,170				12,170
Converted Total						8,062,298

Inventory - Month Ending February 28, 2001

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	43	6,228	0			6,271	6,320
Medium	871	6,378	0			7,249	8,232
Large	1,176	7,786	810			9,772	10,760
Ex. Large	333	6,016	0			6,349	6,725
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	9,195	3,847	0			13,042	23,423
Colossal	1,721	6,695	0			8,416	10,359
Super Colossal	24	2,219	0			2,243	2,270
Grn. Ripe Whole	0	190	0			190	190
Total	13,363	39,359	810			53,532	
Conv. Total	28,450	39,359	471				68,279
Prior Year	33,263	66,990	1,245				101,499
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	13,606	907,285	5,313			926,204	939,339
Medium	111,730	796,419	79,566			987,715	1,080,520
Large	31,568	739,656	31,656			802,880	825,256
Ex. Large	58,176	661,612	2,268			722,056	786,786
Ex. Large Sev "C"	16,838	2,460	0			19,298	38,308
Jumbo	81,130	418,255	2,424			501,809	592,389
Colossal	18,068	230,351	0			248,419	268,818
Sup. Colossal	191	6,201	0			6,392	6,608
Grn. Ripe Whole	0	37,525	0			37,525	37,525
Total	331,307	3,799,764	121,227			4,252,298	
Conv. Total	705,353	3,799,764	70,433				4,575,549
Prior Year	608,928	3,905,080	55,767				4,569,775
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	12,016	2,545	0	0	0	14,561	33,919
Sliced	342,437	40,157	148,537	0	714,821	1,245,952	1,323,435
Chopped	10,911	1,244	2,411	164,177	0	178,743	174,959
Total	365,364	43,946	150,948	164,177	714,821	1,439,256	

Conv. Total	954,549	52,885	104,565	127,237	293,077	1,532,313
Prior Year	1,069,635	60,394	92,836	123,099	160,646	1,506,609
Broken Pitt	6 No. 10s	24 No. 300s				Total
Bkn. Pitt	518	44,850				45,368
Bkn. Pitt Grn. Ripe	0	0				0
Total	518	44,850				45,368
Conv. Total	1,103	44,850				45,953
Prior Year	7,462	78,538				86,000
Converted Total						6,222,094

Sales - Month Ending February 28, 2001						
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	0	110	0		110	110
Medium	98	95	0		193	304
Large	0	221	0		221	221
Ex. Large	10	9	0		19	30
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	715	150	0		865	1,672
Colossal	16	-603	0		-587	-569
Super Colossal	0	0	0		0	0
Grn. Ripe Whole	0	0	0		0	0
Total	839	-18	0		821	
Conv. Total	1,786	-18	0			1,768
Prior Year	1,439	8,006	0			9,445
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	538	49,138	1,321		50,997	51,051
Medium	20,099	58,410	5,520		84,029	104,408
Large	4,437	98,827	2,509		105,773	109,731
Ex. Large	3,328	14,962	0		18,290	22,047
Ex. Large Sev "C"	7,800	1,700	0		9,500	18,306
Jumbo	9,244	14,891	0		24,135	34,571
Colossal	1,431	7,413	0		8,844	10,460
Sup. Colossal	0	2,196	0		2,196	2,196
Grn. Ripe Whole	0	1,595	0		1,595	1,595
Total	46,877	249,132	9,350		305,359	
Conv. Total	99,801	249,132	5,432			354,365
Prior Year	92,961	264,057	6,117			363,135

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	2,700	340	0	0	0	3,040	7,350
Sliced	105,074	6,588	46,077	0	125,676	283,415	361,317
Chopped	5,778	0	30	25,048	0	30,856	41,602
Total	113,552	6,928	46,107	25,048	125,676	317,311	
Conv. Total	299,671	8,106	31,554	19,412	51,527		410,270
Prior Year	315,552	8,534	24,755	27,071	55,072		430,984
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	44	6,795				6,839	6,889
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	44	6,795				6,839	
Conv. Total	94	6,795					6,889
Prior Year	383	6,328					6,711
Converted Total							773,292

Cumulative Sales - Month Ending February 28, 2001

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	3	3,542	0	3,545	3,548
Medium	250	5,408	0	5,658	5,940
Large	145	8,953	1,290	10,388	10,011
Ex. Large	21	2,288	74	2,383	2,376
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	5,714	2,547	0	8,261	14,712
Colossal	704	6,531	0	7,235	8,030
Super Colossal	6	916	0	922	929
Grn. Ripe Whole	0	15	0	15	15
Total	6,843	30,200	1,364	38,407	
Conv. Total	14,569	30,200	792		45,561
Prior Year	16,527	58,421	546		75,495
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	8,400	675,030	8,081	691,511	697,609
Medium	154,742	1,034,436	55,185	1,244,363	1,395,944
Large	36,025	1,617,543	21,433	1,675,001	1,706,693
Ex. Large	25,131	292,440	1,800	319,371	346,990
Ex. Large Sev "C"	55,838	10,200	0	66,038	129,079
Jumbo	67,220	381,550	0	448,770	524,661

Colossal	15,445	118,176	0			133,621	151,058
Sup. Colossal	1	21,026	0			21,027	21,028
Grn. Ripe Whole	0	19,337	0			19,337	19,337
Total	362,802	4,169,738	86,499			4,619,039	
Conv. Total	772,405	4,169,738	50,256				4,992,399
Prior Year	813,003	5,159,227	51,696				6,023,927
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	18,687	680	0	0	0	19,367	48,915
Sliced	833,066	48,673	396,850	0	1,120,947	2,399,536	2,933,126
Chopped	29,120	518	3,512	297,238	0	330,388	347,543
Total	880,873	49,871	400,362	297,238	1,120,947	2,749,291	
Conv. Total	2,304,910	58,960	275,765	230,359	459,588		3,329,583
Prior Year	2,533,356	68,067	221,263	215,865	432,526		3,471,077
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	644	55,689				56,333	57,060
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	644	55,689				56,333	
Conv. Total	1,371	55,689					57,060
Prior Year	1,763	70,347					72,137
						Converted Total	8,424,604

Consecutive Sales - 12 Months Ending February 28, 2001							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	13	6,229	0			6,242	6,257
Medium	345	6,263	0			6,608	6,998
Large	265	14,025	1,850			16,140	15,664
Ex. Large	29	3,162	149			3,340	3,310
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	11,206	15,650	0			26,856	39,508
Colossal	1,149	10,682	0			11,831	13,128
Super Colossal	207	1,608	0			1,815	2,049
Grn. Ripe Whole	0	378	0			378	378
Total	13,214	57,997	1,999			73,210	
Conv. Total	28,133	57,997	1,161				87,291
Prior Year	30,815	78,415	1,278				110,508
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total

Small	16,833	1,052,305	12,599			1,081,737	1,095,462	
Medium	278,560	1,789,289	92,885			2,160,734	2,436,309	
Large	66,509	2,653,160	35,575			2,755,244	2,815,427	
Ex. Large	45,534	602,573	5,748			653,855	702,854	
Ex. Large Sev "C"	90,922	19,994	-100			110,816	213,509	
Jumbo	126,178	651,771	100			778,049	920,462	
Colossal	28,062	179,854	0			207,916	239,598	
Sup. Colossal	337	38,850	0			39,187	39,567	
Grn. Ripe Whole	0	27,148	0			27,148	27,148	
Total	652,935	7,014,944	146,807			7,814,686		
Conv. Total	1,390,099	7,014,944	85,295				8,490,337	
Prior Year	1,437,775	8,390,524	96,555				9,924,854	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	33,685	884	0	0	2,300	36,869	88,716	
Sliced	1,501,019	81,487	660,049	0	2,006,839	4,249,394	5,234,741	
Chopped	52,058	662	8,564	482,541	0	543,825	585,649	
Total	1,586,762	83,033	668,613	482,541	2,009,139	4,830,088		
Conv. Total	4,151,453	97,930	462,007	373,969	823,747		5,909,106	
Prior Year	4,414,460	114,501	399,216	318,112	817,286		6,126,575	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	1,504	97,842				99,346	101,044	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	1,504	97,842				99,346		
Conv. Total	3,202	97,842					101,044	
Prior Year	2,938	107,744					110,682	
Converted Total								14,587,779

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