

# CALIFORNIA MONTHLY OLIVE REPORT

Released: April 18, 2001

<b>Summary Report - Sales</b>									
<b>Month Ending March 31, 2001</b>									
<b>Converted 24/300 Case Basis</b>									
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
<b>Total</b>	1,210,469	1,205,169	0.44	9,635,073	10,847,804	-11.18	14,593,079	16,200,871	-9.92
<b>Markets</b>									
Consumer	735,147	650,629	12.99	6,066,496	6,928,615	-12.44	9,099,410	10,292,384	-11.59
Food Service	475,322	554,539	-14.29	3,568,577	3,919,189	-8.95	5,493,669	5,908,488	-7.02
<b>Styles</b>									
Whole	6,921	15,590	-55.60	52,483	91,085	-42.38	78,622	119,494	-34.20
Pitted	681,399	614,477	10.89	5,673,798	6,638,403	-14.53	8,557,260	9,823,697	-12.89
Wedged	6,886	8,306	-17.10	55,801	71,217	-21.65	87,296	106,855	-18.30
Sliced	463,170	505,915	-8.45	3,396,296	3,588,475	-5.36	5,191,996	5,459,366	-4.90
Chopped	44,797	49,405	-9.33	392,340	375,011	4.62	581,042	576,608	0.77
Broken Pitt	7,295	11,476	-36.43	64,356	83,613	-23.03	96,863	114,851	-15.66
<b>Key Items</b>									
24/300 Pitt	558,657	473,177	18.07	4,728,395	5,632,404	-16.05	7,100,424	8,281,390	-14.26
6/10 Pitt	114,823	133,984	-14.30	887,229	946,988	-6.31	1,370,938	1,446,800	-5.24
6/10 Sliced	337,910	387,053	-12.70	2,483,054	2,755,304	-9.88	3,815,980	4,138,022	-7.78
24/300 Whole	5,018	12,454	-59.71	35,218	70,875	-50.31	50,561	86,811	-41.76
6/10 Whole	1,903	3,136	-39.31	16,472	19,663	-16.23	26,900	31,428	-14.41
6/10 Wedged	5,680	7,841	-27.55	53,799	69,110	-22.15	84,578	103,270	-18.10
2.25 Sliced	67,964	69,867	-2.72	527,552	500,754	5.35	820,901	816,854	0.50
4.5 Chopped	27,892	26,913	3.64	258,252	242,778	6.37	374,949	377,445	-0.66

<b>Summary Report - Packout and Inventory</b>					
<b>Month Ending March 31, 2001</b>					
<b>Converted 24/300 Case Basis</b>					
Item	Monthly Packout	Year-to-Date Packout	Inventory		
			36981	99/00	% change
<b>Total</b>	1,418,811	9,481,108	6,287,224	6,552,604	-4.05
<b>Markets</b>					
Consumer	1,052,538	6,224,234	4,734,362	4,787,712	-1.11

Food Service	366,273	3,256,875	1,552,862	1,764,892	-12.01
Styles					
Whole	17,937	72,280	78,839	85,549	-7.84
Pitted	964,721	5,825,482	4,751,470	4,862,700	-2.29
Wedged	78,909	132,907	94,871	55,761	70.14
Sliced	294,311	3,012,821	1,119,364	1,278,179	-12.43
Chopped	49,443	411,958	190,794	190,336	0.24
Broken Pitt	13,490	25,660	51,885	80,079	-35.21
Key Items					
24/300 Pitt	854,161	4,768,507	4,003,063	4,148,241	-3.50
6/10 Pitt	84,868	968,765	664,853	654,857	1.53
6/10 Sliced	178,005	2,021,316	704,765	961,116	-26.67
24/300 Whole	1,810	31,986	36,727	54,355	-32.43
6/10 Whole	16,127	39,949	41,558	29,949	38.76
6/10 Wedged	72,293	126,291	86,569	51,250	68.92
2.25 Sliced	58,905	605,966	273,672	188,619	45.09
4.5 Chopped	34,463	284,316	132,301	117,911	12.20
Approximate Supply in Converted Cases					
Total Inventory				6,287,224	
Converted Storage				4,323,260	
Approximate Supply				10,610,484	

<b>Storage - Month Ending March 31, 2001</b>	
Whole Canning Sizes	
Size	Tons
Small	5,778
Medium	2,439
Large	3,882
Ex. Large	4,099
Ex.Large Sev. "C"	874
Jumbo	1,477
Colossal	2,234
Super Colossal	547
Orchard Run	0
Total Canning	21,330
Limited	6,562
Total	27,892

Total Converted (*155)	4,323,260
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Packout - Month Ending March 31, 2001							
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	0	0			0	0
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	7,575	0	0			7,575	16,127
Colossal	0	1,810	0			1,810	1,810
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	7,575	1,810	0			9,385	
Conv. Total	16,127	1,810	0				17,937
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	90,483	0			90,483	90,483
Medium	24,991	95,563	25,498			146,052	163,583
Large	0	247,452	18,722			266,174	258,329
Ex. Large	0	342,354	0			342,354	342,354
Ex. Large Sev "C"	4,053	0	0			4,053	8,629
Jumbo	10,819	35,194	0			46,013	58,228
Colossal	0	28,971	0			28,971	28,971
Sup. Colossal	0	14,144	0			14,144	14,144
Grn. Ripe Whole	0	0	0			0	0
Total	39,863	854,161	44,220			938,244	
Conv. Total	84,868	854,161	25,692				964,721
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	28,075	0	0	0	16,136	44,211	78,909
Sliced	69,128	1,038	82,144	0	143,671	295,981	294,311
Chopped	3,907	0	0	44,469	0	48,376	49,443
Total	101,110	1,038	82,144	44,469	159,807	388,568	
Conv. Total	265,277	1,214	56,186	34,463	65,521		422,662
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	0	13,490				13,490	13,490
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	0	13,490				13,490	

Conv. Total	0	13,490		13,490
			Converted Total	1,418,811

### Cumulative Packout - Month Ending March 31, 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	17,405	3,274	0			20,679	40,329
Colossal	1,359	3,615	0			4,974	6,508
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
<b>Total</b>	<b>18,764</b>	<b>31,986</b>	<b>595</b>			<b>51,345</b>	
<b>Conv. Total</b>	<b>39,949</b>	<b>31,986</b>	<b>346</b>				<b>72,280</b>
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	708,126	4,478			712,604	710,728
Medium	169,850	920,810	91,566			1,182,226	1,335,620
Large	35,868	1,064,425	52,027			1,152,320	1,171,016
Ex. Large	73,303	1,472,146	3,753			1,549,202	1,630,389
Ex. Large Sev "C"	55,443	57,209	0			112,652	175,247
Jumbo	113,213	323,350	0			436,563	564,380
Colossal	7,356	194,121	0			201,477	209,782
Sup. Colossal	0	20,539	0			20,539	20,539
Grn. Ripe Whole	0	7,781	0			7,781	7,781
<b>Total</b>	<b>455,033</b>	<b>4,768,507</b>	<b>151,824</b>			<b>5,375,364</b>	
<b>Conv. Total</b>	<b>968,765</b>	<b>4,768,507</b>	<b>88,210</b>				<b>5,825,482</b>
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	49,045	0	0	0	16,136	65,181	132,907
Sliced	784,977	51,198	476,079	0	1,477,965	2,790,219	3,012,821
Chopped	26,227	0	22,023	366,859	0	415,109	411,958
<b>Total</b>	<b>860,249</b>	<b>51,198</b>	<b>498,102</b>	<b>366,859</b>	<b>1,494,101</b>	<b>3,270,509</b>	
<b>Conv. Total</b>	<b>2,248,161</b>	<b>59,902</b>	<b>352,726</b>	<b>284,316</b>	<b>612,581</b>		<b>3,557,686</b>
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	0	25,660				25,660	25,660

Bkn. Pitt Grn. Ripe	0	0			0	0
Total	0	25,660			25,660	
Conv. Total	0	25,660				25,660
Converted Total						9,481,108

Inventory - Month Ending March 31, 2001							
<b>Ripe Whole</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	43	6,378	0			6,421	6,470
Medium	815	6,199	0			7,014	7,934
Large	1,167	6,619	954			8,740	9,658
Ex. Large	333	5,211	0			5,544	5,920
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	15,459	1,867	0			17,326	34,779
Colossal	1,646	8,197	0			9,843	11,701
Super Colossal	57	2,066	0			2,123	2,187
Grn. Ripe Whole	0	190	0			190	190
<b>Total</b>	<b>19,520</b>	<b>36,727</b>	<b>954</b>			<b>57,201</b>	
<b>Conv. Total</b>	<b>41,558</b>	<b>36,727</b>	<b>554</b>				<b>78,839</b>
<b>Prior Year</b>	<b>29,949</b>	<b>54,355</b>	<b>1,245</b>				<b>85,549</b>
<b>Ripe Pitted</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	12,433	847,328	4,591			864,352	876,465
Medium	111,301	751,579	90,771			953,651	1,041,277
Large	27,627	885,894	44,458			957,979	970,542
Ex. Large	52,043	805,375	1,568			858,986	917,086
Ex. Large Sev "C"	10,408	2,460	0			12,868	24,619
Jumbo	82,445	435,901	2,424			520,770	612,835
Colossal	15,836	232,673	0			248,509	266,388
Sup. Colossal	191	17,282	0			17,473	17,689
Grn. Ripe Whole	0	24,571	0			24,571	24,571
<b>Total</b>	<b>312,284</b>	<b>4,003,063</b>	<b>143,812</b>			<b>4,459,159</b>	
<b>Conv. Total</b>	<b>664,853</b>	<b>4,003,063</b>	<b>83,555</b>				<b>4,751,470</b>
<b>Prior Year</b>	<b>654,857</b>	<b>4,148,241</b>	<b>59,602</b>				<b>4,862,700</b>
<b>Limited</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>	<b>24 4.5oz</b>	<b>24 2.25oz</b>	<b>Total</b>	<b>Conv. Total</b>
Segmented	33,619	1,865	0	0	14,927	50,411	94,871
Sliced	273,695	33,388	148,923	0	667,492	1,123,498	1,119,364
Chopped	14,155	1,091	1,349	170,711	0	187,306	190,794
<b>Total</b>	<b>321,469</b>	<b>36,344</b>	<b>150,272</b>	<b>170,711</b>	<b>682,419</b>	<b>1,361,215</b>	

Conv. Total	845,604	43,810	103,523	132,301	279,792	1,405,029
Prior Year	1,072,928	48,254	96,016	117,911	189,168	1,524,276
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>
Bkn. Pitt	398	51,038				51,436
Bkn. Pitt Grn. Ripe	0	0				0
Total	398	51,038				51,436
Conv. Total	847	51,038				51,885
Prior Year	7,158	72,921				80,079
					<b>Converted Total</b>	<b>6,287,224</b>

Sales - Month Ending March 31, 2001						
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	0	0	0		0	0
Medium	8	179	0		187	196
Large	8	1,244	0		1,252	1,261
Ex. Large	0	568	0		568	568
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	759	2,265	0		3,024	3,881
Colossal	119	448	0		567	701
Super Colossal	0	314	0		314	314
Grn. Ripe Whole	0	0	0		0	0
Total	894	5,018	0		5,912	
Conv. Total	1,903	5,018	0			6,921
Prior Year	3,136	12,454	0			15,590
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	1,064	148,195	720		149,979	150,879
Medium	20,043	115,078	9,427		144,548	163,227
Large	5,392	220,192	2,782		228,366	233,288
Ex. Large	4,334	23,935	700		28,969	33,569
Ex. Large Sev "C"	10,568	0	0		10,568	22,499
Jumbo	10,439	29,955	0		40,394	52,180
Colossal	2,093	14,967	0		17,060	19,423
Sup. Colossal	0	3,238	0		3,238	3,238
Grn. Ripe Whole	0	3,097	0		3,097	3,097
Total	53,933	558,657	13,629		626,219	
Conv. Total	114,823	558,657	7,918			681,399
Prior Year	133,984	473,177	7,315			614,477

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	2,206	680	0	0	1,000	3,886	6,886	
Sliced	131,227	7,620	70,733	0	165,765	375,345	463,170	
Chopped	3,847	153	1,460	35,990	0	41,450	44,797	
Total	137,280	8,453	72,193	35,990	166,765	420,681		
Conv. Total	358,339	10,071	50,177	27,892	68,374		514,853	
Prior Year	417,036	9,158	40,267	26,913	70,253		563,626	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	120	7,040				7,160	7,295	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	120	7,040				7,160		
Conv. Total	255	7,040					7,295	
Prior Year	383	11,093					11,476	
<b>Converted Total</b>								<b>1,210,469</b>

Cumulative Sales - Month Ending March 31, 2001							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3	3,542	0			3,545	3,548
Medium	258	5,587	0			5,845	6,136
Large	153	10,197	1,290			11,640	11,272
Ex. Large	21	2,856	74			2,951	2,944
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,473	4,812	0			11,285	18,593
Colossal	823	6,979	0			7,802	8,731
Super Colossal	6	1,230	0			1,236	1,243
Grn. Ripe Whole	0	15	0			15	15
Total	7,737	35,218	1,364			44,319	
Conv. Total	16,472	35,218	792				52,483
Prior Year	19,663	70,875	546				91,085
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	9,464	823,225	8,801			841,490	848,487
Medium	174,785	1,149,514	64,612			1,388,911	1,559,171
Large	41,417	1,837,735	24,215			1,903,367	1,939,981
Ex. Large	29,465	316,375	2,500			348,340	380,558
Ex. Large Sev "C"	66,406	10,200	0			76,606	151,578
Jumbo	77,659	411,505	0			489,164	576,841

Colossal	17,538	133,143	0			150,681	170,481
Sup. Colossal	1	24,264	0			24,265	24,266
Grn. Ripe Whole	0	22,434	0			22,434	22,434
Total	416,735	4,728,395	100,128			5,245,258	
Conv. Total	887,229	4,728,395	58,174				5,673,798
Prior Year	946,988	5,632,404	59,012				6,638,403
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	20,893	1,360	0	0	1,000	23,253	55,801
Sliced	964,293	56,293	467,583	0	1,286,712	2,774,881	3,396,296
Chopped	32,967	671	4,972	333,228	0	371,838	392,340
Total	1,018,153	58,324	472,555	333,228	1,287,712	3,169,972	
Conv. Total	2,663,249	69,031	325,942	258,252	527,962		3,844,436
Prior Year	2,950,392	77,225	261,529	242,778	502,778		4,034,703
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	764	62,729				63,493	64,356
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	764	62,729				63,493	
Conv. Total	1,627	62,729					64,356
Prior Year	2,146	81,467					83,613
						Converted Total	9,635,073

Consecutive Sales - 12 Months Ending March 31, 2001							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	13	5,736	0			5,749	5,764
Medium	380	6,280	0			6,660	7,089
Large	217	14,294	1,850			16,361	15,831
Ex. Large	29	3,538	149			3,716	3,686
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	10,619	7,935	0			18,554	30,543
Colossal	1,170	10,688	0			11,858	13,179
Super Colossal	207	1,718	0			1,925	2,159
Grn. Ripe Whole	0	372	0			372	372
Total	12,635	50,561	1,999			65,195	
Conv. Total	26,900	50,561	1,161				78,622
Prior Year	31,428	86,811	1,255				119,494
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total

Small	15,785	1,142,093	12,909			1,170,787	1,183,199	
Medium	272,611	1,776,579	94,306			2,143,496	2,411,760	
Large	65,543	2,719,980	35,317			2,820,840	2,880,040	
Ex. Large	44,304	547,415	5,313			597,032	644,825	
Ex. Large Sev "C"	96,038	18,232	-100			114,170	222,639	
Jumbo	121,422	642,834	100			764,356	901,400	
Colossal	27,896	185,235	0			213,131	244,626	
Sup. Colossal	336	40,176	0			40,512	40,891	
Grn. Ripe Whole	0	27,880	0			27,880	27,880	
Total	643,935	7,100,424	147,845			7,892,204		
Conv. Total	1,370,938	7,100,424	85,898				8,557,260	
Prior Year	1,446,800	8,281,390	95,507				9,823,697	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	32,846	1,496	0	0	2,359	36,701	87,296	
Sliced	1,481,934	81,416	672,308	0	2,002,197	4,237,855	5,191,996	
Chopped	50,130	781	9,804	483,805	0	544,520	581,042	
Total	1,564,910	83,693	682,112	483,805	2,004,556	4,819,076		
Conv. Total	4,092,757	98,842	471,918	374,949	821,868		5,860,334	
Prior Year	4,427,142	115,410	402,953	377,445	819,879		6,142,829	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	1,444	93,789				95,233	96,863	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	1,444	93,789				95,233		
Conv. Total	3,074	93,789					96,863	
Prior Year	3,117	111,734					114,851	
Converted Total								14,593,079

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