

# CALIFORNIA MONTHLY OLIVE REPORT

Released: May 23, 2001

<b>Summary Report - Sales</b>									
<b>Month Ending April 30, 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>	1,053,012	1,148,785	-8.34	10,688,085	11,996,590	-10.91	14,497,305	16,147,086	-10.22
<b>Markets</b>									
Consumer	638,733	728,963	-12.38	6,705,228	7,657,578	-12.44	9,009,180	10,291,701	-12.46
Food Service	414,279	419,822	-1.32	3,982,856	4,339,012	-8.21	5,488,126	5,855,385	-6.27
<b>Styles</b>									
Whole	3,307	5,807	-43.05	55,790	96,891	-42.42	76,123	118,100	-35.54
Pitted	605,617	680,026	-10.94	6,279,415	7,318,429	-14.20	8,482,850	9,799,026	-13.43
Wedged	4,794	6,578	-27.12	60,595	77,796	-22.11	85,512	104,048	-17.82
Sliced	391,775	405,552	-3.40	3,788,071	3,994,027	-5.16	5,178,219	5,432,016	-4.67
Chopped	41,797	44,824	-6.75	434,137	419,835	3.41	578,015	578,954	-0.16
Broken Pitt	5,722	5,999	-4.62	70,078	89,612	-21.80	96,586	114,942	-15.97
<b>Key Items</b>									
24/300 Pitt	494,802	566,158	-12.60	5,223,197	6,198,562	-15.74	7,029,068	8,277,435	-15.08
6/10 Pitt	104,355	107,717	-3.12	991,584	1,054,704	-5.98	1,367,576	1,429,773	-4.35
6/10 Sliced	288,034	293,540	-1.88	2,771,089	3,048,844	-9.11	3,810,475	4,107,555	-7.23
24/300 Whole	944	3,777	-75.01	36,162	74,652	-51.56	47,728	87,304	-45.33
6/10 Whole	2,363	1,867	26.58	18,835	21,531	-12.52	27,396	29,785	-8.02
6/10 Wedged	4,630	6,183	-25.12	58,429	75,293	-22.40	83,026	100,250	-17.18
2.25 Sliced	63,442	70,668	-10.23	590,994	571,422	3.43	813,675	816,682	-0.37
4.5 Chopped	26,514	32,546	-18.53	284,766	275,324	3.43	368,917	381,474	-3.29

<b>Summary Report - Packout and Inventory</b>					
<b>Month Ending April 30, 2001</b>					
<b>Converted 24/300 Case Basis</b>					
Item	Monthly Packout	Year-to-Date Packout	Inventory		
			00/01	99/00	% change
<b>Total</b>	1,005,269	10,486,378	6,199,620	6,844,992	-9.43
<b>Markets</b>					
Consumer	494,464	6,718,697	4,571,557	5,009,794	-8.75

Food Service	510,806	3,767,680	1,628,063	1,835,199	-11.29
Styles					
Whole	6,234	78,514	81,701	82,742	-1.26
Pitted	564,441	6,389,923	4,689,505	5,174,816	-9.38
Wedged	4,627	137,534	88,887	48,948	81.60
Sliced	391,611	3,404,432	1,103,231	1,271,330	-13.22
Chopped	33,345	445,304	186,391	182,767	1.98
Broken Pitt	5,011	30,671	49,904	84,387	-40.86
Key Items					
24/300 Pitt	339,188	5,107,695	3,827,342	4,381,256	-12.64
6/10 Pitt	224,267	1,193,032	784,856	734,718	6.82
6/10 Sliced	264,581	2,285,897	658,883	949,902	-30.64
24/300 Whole	4,669	36,655	40,266	53,572	-24.84
6/10 Whole	1,565	41,513	40,881	28,088	45.55
6/10 Wedged	4,627	130,918	80,943	44,833	80.54
2.25 Sliced	46,946	652,911	255,994	193,903	32.02
4.5 Chopped	15,395	299,710	119,484	102,049	17.09
			Approximate Supply in Converted Cases		
			Total Inventory	6,199,620	
			Converted Storage	3,535,705	
			Approximate Supply	9,735,325	

<b>Storage - Month Ending April 30, 2001</b>	
Whole Canning Sizes	
Size	Tons
Small	4,491
Medium	1,347
Large	2,314
Ex. Large	3,941
Ex.Large Sev. "C"	274
Jumbo	1,283
Colossal	2,154
Super Colossal	511
Orchard Run	0
Total Canning	16,315
Limited	6,496
Total	22,811

Total Converted (*155)	3,535,705
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Packout - Month Ending April 30, 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	0	1,881	0			1,881	1,881
Colossal	735	1,881	0			2,616	3,446
Super Colossal	0	907	0			907	907
Grn. Ripe Whole	0	0	0			0	0
Total	735	4,669	0			5,404	
Conv. Total	1,565	4,669	0				6,234
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,284	84,926	1,697			89,907	92,904
Medium	64,953	49,739	0			114,692	188,024
Large	21,512	75,605	0			97,117	121,404
Ex. Large	0	58,062	0			58,062	58,062
Ex. Large Sev "C"	4,150	0	0			4,150	8,835
Jumbo	11,440	27,453	0			38,893	51,809
Colossal	0	39,500	0			39,500	39,500
Sup. Colossal	0	3,903	0			3,903	3,903
Grn. Ripe Whole	0	0	0			0	0
Total	105,339	339,188	1,697			446,224	
Conv. Total	224,267	339,188	986				564,441
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	1,797	0	0	0	0	1,797	4,627
Sliced	102,750	13,698	93,651	0	114,502	324,601	391,611
Chopped	3,896	0	2,450	19,864	0	26,210	33,345
Total	108,443	13,698	96,101	19,864	114,502	352,608	
Conv. Total	284,146	16,027	67,071	15,395	46,946		429,584
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	389	4,183				4,572	5,011
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	389	4,183				4,572	

Conv. Total	828	4,183		5,011
			Converted Total	1,005,269

### Cumulative Packout - Month Ending April 30, 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	5,155	0			22,560	42,210
Colossal	2,094	5,496	0			7,590	9,954
Super Colossal	0	907	0			907	907
Grn. Ripe Whole	0	0	0			0	0
<b>Total</b>	<b>19,499</b>	<b>36,655</b>	<b>595</b>			<b>56,749</b>	
<b>Conv. Total</b>	<b>41,513</b>	<b>36,655</b>	<b>346</b>				<b>78,514</b>
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,284	793,052	6,175			802,511	803,631
Medium	234,803	970,549	91,566			1,296,918	1,523,644
Large	57,380	1,140,030	52,027			1,249,437	1,292,420
Ex. Large	73,303	1,530,208	3,753			1,607,264	1,688,451
Ex. Large Sev "C"	59,593	57,209	0			116,802	184,082
Jumbo	124,653	350,803	0			475,456	616,189
Colossal	7,356	233,621	0			240,977	249,282
Sup. Colossal	0	24,442	0			24,442	24,442
Grn. Ripe Whole	0	7,781	0			7,781	7,781
<b>Total</b>	<b>560,372</b>	<b>5,107,695</b>	<b>153,521</b>			<b>5,821,588</b>	
<b>Conv. Total</b>	<b>1,193,032</b>	<b>5,107,695</b>	<b>89,196</b>				<b>6,389,923</b>
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	50,842	0	0	0	16,136	66,978	137,534
Sliced	887,727	64,896	569,730	0	1,592,467	3,114,820	3,404,432
Chopped	30,123	0	24,473	386,723	0	441,319	445,304
<b>Total</b>	<b>968,692</b>	<b>64,896</b>	<b>594,203</b>	<b>386,723</b>	<b>1,608,603</b>	<b>3,623,117</b>	
<b>Conv. Total</b>	<b>2,532,307</b>	<b>75,928</b>	<b>419,797</b>	<b>299,710</b>	<b>659,527</b>		<b>3,987,270</b>
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	389	29,843				30,232	30,671

Bkn. Pitt Grn. Ripe	0	0			0	0
Total	389	29,843			30,232	
Conv. Total	828	29,843				30,671
				Converted Total		10,486,378

Inventory - Month Ending April 30, 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	719	6,182	0			6,901	7,713
Large	1,167	6,088	954			8,209	9,127
Ex. Large	389	5,121	0			5,510	5,949
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	14,501	3,646	0			18,147	34,519
Colossal	2,326	9,824	0			12,150	14,776
Super Colossal	57	2,837	0			2,894	2,958
Grn. Ripe Whole	0	190	0			190	190
<b>Total</b>	<b>19,202</b>	<b>40,266</b>	<b>954</b>			<b>60,422</b>	
<b>Conv. Total</b>	<b>40,881</b>	<b>40,266</b>	<b>554</b>				<b>81,701</b>
<b>Prior Year</b>	<b>28,088</b>	<b>53,572</b>	<b>1,082</b>				<b>82,742</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	14,731	840,812	5,788			861,331	875,537
Medium	152,335	703,659	82,745			938,739	1,076,055
Large	43,450	865,379	41,176			950,005	981,807
Ex. Large	46,044	676,397	925			723,366	774,962
Ex. Large Sev "C"	6,951	2,460	0			9,411	17,259
Jumbo	87,697	433,419	2,424			523,540	621,534
Colossal	17,251	253,801	0			271,052	290,528
Sup. Colossal	191	19,714	0			19,905	20,121
Grn. Ripe Whole	0	31,701	0			31,701	31,701
<b>Total</b>	<b>368,650</b>	<b>3,827,342</b>	<b>133,058</b>			<b>4,329,050</b>	
<b>Conv. Total</b>	<b>784,856</b>	<b>3,827,342</b>	<b>77,307</b>				<b>4,689,505</b>
<b>Prior Year</b>	<b>734,718</b>	<b>4,381,256</b>	<b>58,843</b>				<b>5,174,816</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	31,434	1,865	0	0	14,055	47,354	88,887
Sliced	255,877	41,421	204,519	0	624,375	1,126,192	1,103,231
Chopped	15,869	1,080	2,868	154,173	0	173,990	186,391
<b>Total</b>	<b>303,180</b>	<b>44,366</b>	<b>207,387</b>	<b>154,173</b>	<b>638,430</b>	<b>1,347,536</b>	

Conv. Total	800,668	53,183	143,419	119,484	261,756	1,378,509
Prior Year	1,065,388	57,321	84,231	102,049	194,057	1,503,046
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>
Bkn. Pitt	779	48,246				49,025
Bkn. Pitt Grn. Ripe	0	0				0
Total	779	48,246				49,025
Conv. Total	1,658	48,246				49,904
Prior Year	7,004	77,383				84,387
					<b>Converted Total</b>	<b>6,199,620</b>

Sales - Month Ending April 30, 2001						
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	0	0	0		0	0
Medium	96	17	0		113	221
Large	0	476	0		476	476
Ex. Large	0	77	0		77	77
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	959	102	0		1,061	2,144
Colossal	55	136	0		191	253
Super Colossal	0	136	0		136	136
Grn. Ripe Whole	0	0	0		0	0
Total	1,110	944	0		2,054	
Conv. Total	2,363	944	0			3,307
Prior Year	1,867	3,777	163			5,807
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	947	87,109	500		88,556	89,416
Medium	22,202	137,574	7,319		167,095	189,094
Large	5,010	189,634	3,079		197,723	202,089
Ex. Large	3,723	29,719	220		33,662	37,773
Ex. Large Sev "C"	6,428	0	0		6,428	13,685
Jumbo	9,164	27,544	0		36,708	47,054
Colossal	1,542	19,317	0		20,859	22,600
Sup. Colossal	0	1,265	0		1,265	1,265
Grn. Ripe Whole	0	2,640	0		2,640	2,640
Total	49,016	494,802	11,118		554,936	
Conv. Total	104,355	494,802	6,460			605,617
Prior Year	107,717	566,158	6,151			680,026

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	1,798	0	0	0	400	2,198	4,794	
Sliced	111,858	5,615	49,311	0	154,737	321,521	391,775	
Chopped	3,881	0	328	34,212	0	38,421	41,797	
Total	117,537	5,615	49,639	34,212	155,137	362,140		
Conv. Total	307,544	6,570	34,132	26,514	63,606		438,366	
Prior Year	310,204	10,161	32,978	32,546	71,064		456,954	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	8	5,705				5,713	5,722	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	8	5,705				5,713		
Conv. Total	17	5,705					5,722	
Prior Year	34	5,965					5,999	
<b>Converted Total</b>								<b>1,053,012</b>

Cumulative Sales - Month Ending April 30, 2001							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3	3,542	0			3,545	3,548
Medium	354	5,604	0			5,958	6,358
Large	153	10,673	1,290			12,116	11,748
Ex. Large	21	2,933	74			3,028	3,021
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	7,432	4,914	0			12,346	20,737
Colossal	878	7,115	0			7,993	8,984
Super Colossal	6	1,366	0			1,372	1,379
Grn. Ripe Whole	0	15	0			15	15
Total	8,847	36,162	1,364			46,373	
Conv. Total	18,835	36,162	792				55,790
Prior Year	21,531	74,652	709				96,891
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	10,411	910,334	9,301			930,046	937,903
Medium	196,987	1,287,088	71,931			1,556,006	1,748,265
Large	46,427	2,027,369	27,294			2,101,090	2,142,070
Ex. Large	33,188	346,094	2,720			382,002	418,332
Ex. Large Sev "C"	72,834	10,200	0			83,034	165,264
Jumbo	86,823	439,049	0			525,872	623,895

Colossal	19,080	152,460	0			171,540	193,081
Sup. Colossal	1	25,529	0			25,530	25,531
Grn. Ripe Whole	0	25,074	0			25,074	25,074
Total	465,751	5,223,197	111,246			5,800,194	
Conv. Total	991,584	5,223,197	64,634				6,279,415
Prior Year	1,054,704	6,198,562	65,163				7,318,429
<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	22,691	1,360	0	0	1,400	25,451	60,595
Sliced	1,076,151	61,908	516,894	0	1,441,449	3,096,402	3,788,071
Chopped	36,848	671	5,300	367,440	0	410,259	434,137
Total	1,135,690	63,939	522,194	367,440	1,442,849	3,532,112	
Conv. Total	2,970,793	75,600	360,074	284,766	591,568		4,282,802
Prior Year	3,260,597	87,386	294,507	275,324	573,843		4,491,657
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	772	68,434				69,206	70,078
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	772	68,434				69,206	
Conv. Total	1,644	68,434					70,078
Prior Year	2,180	87,432					89,612
						<b>Converted Total</b>	<b>10,688,085</b>

### Consecutive Sales - 12 Months Ending April 30, 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	3	5,328	0		5,331	5,334
Medium	364	6,032	0		6,396	6,807
Large	217	14,073	1,570		15,860	15,447
Ex. Large	29	3,529	149		3,707	3,677
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	10,909	6,064	0		16,973	29,289
Colossal	1,139	10,579	0		11,718	13,004
Super Colossal	207	1,753	0		1,960	2,194
Grn. Ripe Whole	0	370	0		370	370
Total	12,868	47,728	1,719		62,315	
Conv. Total	27,396	47,728	999			76,123
Prior Year	29,785	87,304	1,011			118,100
<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	15,419	1,159,205	12,481			1,187,105	1,199,284	
Medium	271,626	1,772,882	95,398			2,139,906	2,406,600	
Large	65,672	2,705,148	35,864			2,806,684	2,865,801	
Ex. Large	44,259	493,952	4,633			542,844	590,871	
Ex. Large Sev "C"	97,208	16,436	-100			113,544	223,334	
Jumbo	120,969	628,656	100			749,725	886,257	
Colossal	26,867	189,373	0			216,240	246,573	
Sup. Colossal	336	35,590	0			35,926	36,305	
Grn. Ripe Whole	0	27,826	0			27,826	27,826	
Total	642,356	7,029,068	148,376			7,819,800		
Conv. Total	1,367,576	7,029,068	86,206				8,482,850	
Prior Year	1,429,773	8,277,435	91,819				9,799,026	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	32,243	1,496	0	0	1,794	35,533	85,512	
Sliced	1,479,796	78,346	676,031	0	1,984,572	4,218,745	5,178,219	
Chopped	51,277	781	8,672	476,022	0	536,752	578,015	
Total	1,563,316	80,623	684,703	476,022	1,986,366	4,791,030		
Conv. Total	4,090,096	95,250	473,072	368,917	814,410		5,841,746	
Prior Year	4,392,941	116,749	403,933	381,474	819,920		6,115,018	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	1,436	93,529				94,965	96,586	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	1,436	93,529				94,965		
Conv. Total	3,057	93,529					96,586	
Prior Year	2,887	112,055					114,942	
Converted Total								14,497,305

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