

CALIFORNIA MONTHLY OLIVE REPORT

Released: December 4, 2001

Revised: September 3, 2002

Summary Report - Sales									
Month Ending October 31, 2001									
Converted 24/300 Case Basis									
Item	Monthly Sales			Year-to-Date Sales			Consecutive 12-Month Sales		
	01/02	00/01	% Change	01/02	00/01	% change	01/02	00/01	% change
Total	1,530,234	1,454,669	5.19	3,733,920	3,762,444	-0.76	14,299,917	15,368,948	-6.96
Markets									
Consumer	1,151,641	1,009,386	14.09	2,476,901	2,336,810	6.00	9,222,790	9,701,026	-4.93
Food Service	378,592	445,283	-14.98	1,257,018	1,425,634	-11.83	5,077,127	5,667,922	-10.42
Styles									
Whole	5,523	6,374	-13.36	17,225	20,448	-15.76	69,540	116,148	-40.13
Pitted	1,056,898	926,576	14.06	2,265,764	2,154,544	5.16	8,543,092	9,152,558	-6.66
Wedged	5,116	5,837	-12.36	19,258	22,930	-16.01	79,964	99,541	-19.67
Sliced	399,005	440,706	-9.46	1,259,561	1,370,800	-8.11	4,957,690	5,303,721	-6.52
Chopped	54,131	67,316	-19.59	147,131	165,098	-10.88	558,777	585,361	-4.54
Broken Pitt	9,561	7,859	21.66	24,981	28,624	-12.73	90,854	111,621	-18.60
Key Items									
24/300 Pitt	949,863	808,317	17.51	1,939,794	1,778,554	9.07	7,189,626	7,660,016	-6.14
6/10 Pitt	97,461	109,999	-11.40	303,172	354,570	-14.50	1,264,992	1,404,838	-9.95
6/10 Sliced	257,922	309,263	-16.60	884,773	991,262	-10.74	3,532,493	3,937,973	-10.30
24/300 Whole	3,547	3,473	2.13	11,350	11,810	-3.90	44,215	84,567	-47.72
6/10 Whole	1,952	2,783	-29.84	5,459	8,275	-34.04	24,315	30,570	-20.46
6/10 Wedged	4,952	5,758	-14.00	18,684	22,851	-18.23	76,895	97,265	-20.94
2.25 Sliced	79,885	83,206	-3.99	209,790	225,845	-7.11	812,602	828,164	-1.88
4.5 Chopped	37,732	48,421	-22.08	101,101	113,500	-10.92	374,006	377,945	-1.04

Summary Report - Packout and Inventory									
Month Ending October 31, 2001									
Converted 24/300 Case Basis									
Item	Monthly Packout			Year-to-Date Packout			Inventory		
	01/02	00/01	% change	01/02	00/01	% change	01/02	00/01	% change
Total	1,610,767	1,233,319	30.60	3,821,336	3,775,782	1.21	4,890,344	6,685,473	-26.85

Markets									
Consumer	1,219,294	908,359	34.23	2,378,946	2,223,400	7.00	3,091,681	4,638,447	-33.35
Food Service	391,473	324,960	20.47	1,442,390	1,552,382	-7.09	1,798,663	2,047,026	-12.13
Styles									
Whole	1,683	5,090	-66.94	5,012	27,726	-81.92	53,415	67,176	-20.48
Pitted	1,061,390	822,371	29.06	2,020,413	1,842,087	9.68	3,056,664	4,446,124	-31.25
Wedged	0	0	0.00	0	40,188	-100.00	77,715	61,403	26.57
Sliced	499,598	353,382	41.38	1,663,208	1,679,814	-0.99	1,558,698	1,886,649	-17.38
Chopped	48,096	52,476	-8.35	132,187	184,188	-28.23	127,985	183,274	-30.17
Broken Pitt	0	0	0.00	516	1,780	-71.00	15,866	40,847	-61.16
Key Items									
24/300 Pitt	1,001,922	707,190	41.68	1,792,729	1,557,769	15.08	2,458,520	3,891,757	-36.83
6/10 Pitt	51,281	93,016	-44.87	217,275	253,534	-14.30	546,465	490,841	11.33
6/10 Sliced	325,596	222,673	46.22	1,192,725	1,209,385	-1.38	1,121,549	1,432,151	-21.69
24/300 Whole	1,683	5,090	-66.94	4,567	17,979	-74.60	27,417	46,361	-40.86
6/10 Whole	0	0	0.00	0	9,747	-100.00	25,661	20,181	27.15
6/10 Wedged	0	0	0.00	0	40,188	-100.00	70,849	57,703	22.78
2.25 Sliced	69,859	84,351	-17.18	257,882	305,687	-15.64	229,209	292,877	-21.74
4.5 Chopped	33,500	43,205	-22.46	98,040	142,878	-31.38	88,994	132,039	-32.60
							Approximate Supply in Converted Cases		
							Total Inventory	4,890,344	
							Converted Storage	16,805,622	
							Approximate Supply	21,695,966	

Storage - Month Ending October 31, 2001	
Whole Canning Sizes	
Size	Tons
Small	14,044
Medium	19,637
Large	29,352
Ex. Large	20,561
Ex.Large Sev. "C"	933
Jumbo	4,829
Colossal	3,544
Super Colossal	977
Orchard Run	0

Total Canning	93,878
Limited	14,546
Total	108,423
Total Converted (*155)	16,805,622

Packout - Month Ending October 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	1,683	0			1,683	1,683
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
Grn. Ripe Whole	0	0	0			0	0
Total	0	1,683	0			1,683	
Conv. Total	0	1,683	0				1,683
Prior Year	0	5,090	0				5,090
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,080	179,827	0			182,907	186,384
Medium	6,528	333,671	7,210			347,409	351,758
Large	13,463	354,747	6,881			375,091	387,408
Ex. Large	0	91,629	0			91,629	91,629
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	0	0			0	0
Colossal	0	0	0			0	0
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	1,016	42,048	0			43,064	44,211
Total	24,087	1,001,922	14,091			1,040,100	
Conv. Total	51,281	1,001,922	8,187				1,061,390
Prior Year	93,016	707,190	22,165				822,371
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	126,445	9,663	135,726	0	170,389	442,223	499,598
Chopped	3,807	0	0	43,226	0	47,033	48,096
Total	130,252	9,663	135,726	43,226	170,389	489,256	

Conv. Total	340,192	11,306	92,837	33,500	69,859	547,694
Prior Year	231,944	12,726	33,632	43,205	84,351	405,859
Broken Pitt	6 No. 10s	24 No. 300s				Total
Bkn. Pitt	0	0				0
Bkn. Pitt Grn. Ripe	0	0				0
Total	0	0				0
Conv. Total	0	0				0
Prior Year	0	0				
Converted Total						1,610,767

Cumulative Packout - Month Ending October 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	1,683	766		2,449	2,128
Ex. Large	0	0	0		0	0
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	0	2,884	0		2,884	2,884
Colossal	0	0	0		0	0
Super Colossal	0	0	0		0	0
Grn. Ripe Whole	0	0	0		0	0
Total	0	4,567	766		5,333	
Conv. Total	0	4,567	445			5,012
Prior Year	9,747	17,979	0			27,726
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	3,080	286,766	0		289,846	293,323
Medium	33,010	568,859	11,034		612,903	645,548
Large	37,482	702,154	6,881		746,517	785,951
Ex. Large	11,424	163,885	0		175,309	188,207
Ex. Large Sev "C"	5,890	0	0		5,890	12,540
Jumbo	1,725	0	0		1,725	3,673
Colossal	8,428	11,788	0		20,216	29,731
Sup. Colossal	0	1,716	0		1,716	1,716
Grn. Ripe Whole	1,016	57,561	0		58,577	59,724
Total	102,055	1,792,729	17,915		1,912,699	
Conv. Total	217,275	1,792,729	10,409			2,020,413
Prior Year	253,534	1,557,769	30,783			1,842,086

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	463,194	10,430	292,981	0	628,980	1,395,585	1,663,208
Chopped	8,396	0	1,591	126,503	0	136,490	132,187
Total	471,590	10,430	294,572	126,503	628,980	1,532,075	
Conv. Total	1,224,915	12,203	202,356	98,040	257,882		1,795,395
Prior Year	1,289,100	13,611	152,912	142,878	305,687		1,904,187
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	94	316				410	516
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	94	316				410	
Conv. Total	200	316					516
Prior Year	0	1,780					1,780
Converted Total							3,821,336

Inventory - Month Ending October 31, 2001							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	26	3,164	0			3,190	3,219
Medium	653	5,434	0			6,087	6,824
Large	568	4,326	581			5,475	5,873
Ex. Large	379	2,923	0			3,302	3,730
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	9,335	4,417	0			13,752	24,291
Colossal	1,038	4,996	0			6,034	7,206
Super Colossal	54	1,967	0			2,021	2,082
Grn. Ripe Whole	0	190	0			190	190
Total	12,053	27,417	581			40,051	
Conv. Total	25,661	27,417	338				53,415
Prior Year	20,181	46,361	634				67,176
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	10,520	705,564	2,984			719,068	729,695
Medium	110,321	481,912	48,753			640,986	745,111
Large	36,181	557,542	34,293			628,016	654,496
Ex. Large	37,068	301,348	521			338,937	380,568
Ex. Large Sev "C"	6,068	822	0			6,890	13,741
Jumbo	37,755	185,250	2,396			225,401	267,022

Colossal	18,590	148,014	0			166,604	187,592
Sup. Colossal	160	7,555	0			7,715	7,896
Grn. Ripe Whole	14	70,513	0			70,527	70,543
Total	256,677	2,458,520	88,947			2,804,144	
Conv. Total	546,465	2,458,520	51,678				3,056,664
Prior Year	490,841	3,891,757	63,526				4,446,124
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	27,514	1,856	0	0	11,451	40,821	77,715
Sliced	435,553	41,383	233,220	0	559,046	1,269,202	1,558,698
Chopped	8,740	1,119	2,319	114,831	0	127,009	127,985
Total	471,807	44,358	235,539	114,831	570,497	1,437,032	
Conv. Total	1,225,907	53,219	162,375	88,994	233,904		1,764,399
Prior Year	1,534,014	42,144	130,252	132,039	292,877		2,131,326
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	296	15,236				15,532	15,866
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	296	15,236				15,532	
Conv. Total	630	15,236					15,866
Prior Year	1,991	38,856					40,847
						Converted Total	4,890,344

Sales - Month Ending October 31, 2001							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	136	0			136	136
Medium	8	251	0			259	268
Large	0	1,097	0			1,097	1,097
Ex. Large	0	81	40			121	104
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	821	851	0			1,672	2,599
Colossal	88	1,131	0			1,219	1,318
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	917	3,547	40			4,504	
Conv. Total	1,952	3,547	23				5,523
Prior Year	2,783	3,473	119				6,374
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total

Small	841	169,808	1,575			172,224	172,514
Medium	17,797	238,539	11,837			268,173	283,306
Large	5,071	380,229	3,066			388,366	392,807
Ex. Large	12,690	57,087	0			69,777	84,104
Ex. Large Sev "C"	47	0	0			47	100
Jumbo	6,683	68,617	0			75,300	82,845
Colossal	1,649	27,895	0			29,544	31,406
Sup. Colossal	0	3,006	0			3,006	3,006
Grn. Ripe Whole	1,000	4,682	0			5,682	6,811
Total	45,778	949,863	16,478			1,012,119	
Conv. Total	97,461	949,863	9,574				1,056,898
Prior Year	109,999	808,317	8,260				926,576
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	1,923	0	0	0	400	2,323	5,116
Sliced	100,164	10,085	72,220	0	194,841	377,310	399,005
Chopped	4,186	149	0	48,686	0	53,021	54,131
Total	106,273	10,234	72,220	48,686	195,241	432,654	
Conv. Total	278,923	12,150	49,398	37,732	80,049		458,252
Prior Year	332,365	10,084	39,784	48,421	83,206		513,860
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	120	9,306				9,426	9,561
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	120	9,306				9,426	
Conv. Total	255	9,306					9,561
Prior Year	136	7,723					7,859
Converted Total							1,530,234

Cumulative Sales - Month Ending October 31, 2001

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	272	0	272	272
Medium	8	512	0	520	529
Large	64	5,215	677	5,956	5,745
Ex. Large	0	430	40	470	453
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	2,261	1,308	0	3,569	6,122
Colossal	231	3,273	0	3,504	3,765
Super Colossal	0	340	0	340	340

Grn. Ripe Whole	0	0	0			0	0	
Total	2,564	11,350	717			14,631		
Conv. Total	5,459	11,350	417				17,225	
Prior Year	8,274	11,810	363				20,448	
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total	
Small	2,969	356,643	5,646			365,258	366,244	
Medium	60,223	486,169	23,847			570,239	628,239	
Large	14,263	755,894	9,286			779,443	791,655	
Ex. Large	36,115	118,972	460			155,547	196,128	
Ex. Large Sev "C"	887	0	0			887	1,888	
Jumbo	21,271	147,826	0			169,097	193,112	
Colossal	5,673	55,150	0			60,823	67,228	
Sup. Colossal	0	9,831	0			9,831	9,831	
Grn. Ripe Whole	1,000	9,309	0			10,309	11,438	
Total	142,401	1,939,794	39,239			2,121,434		
Conv. Total	303,172	1,939,794	22,798				2,265,764	
Prior Year	354,570	1,778,554	21,420				2,154,544	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	7,256	0	0	0	1,400	8,656	19,258	
Sliced	343,601	28,151	193,073	0	511,682	1,076,507	1,259,561	
Chopped	11,557	169	1,076	130,453	0	143,255	147,131	
Total	362,414	28,320	194,149	130,453	513,082	1,228,418		
Conv. Total	947,766	33,334	133,385	101,101	210,364		1,425,950	
Prior Year	1,062,210	26,614	130,659	113,500	225,845		1,558,827	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	292	24,359				24,651	24,981	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	292	24,359				24,651		
Conv. Total	622	24,359					24,981	
Prior Year	579	28,045					28,624	
Converted Total								3,733,920

Consecutive Sales - 12 Months Ending October 31, 2001

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	16	4,891	0		4,907	4,925
Medium	338	5,733	0		6,071	6,453

Large	372	14,220	1,657			16,249	15,975
Ex. Large	20	2,722	80			2,822	2,811
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	9,281	5,608	0			14,889	25,367
Colossal	1,394	9,518	0			10,912	12,486
Super Colossal	0	1,508	0			1,508	1,508
Grn. Ripe Whole	0	15	0			15	15
Total	11,421	44,215	1,737			57,373	
Conv. Total	24,315	44,215	1,009				69,540
Prior Year	30,569	84,567	1,011				116,148
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	12,878	1,347,645	14,287			1,374,810	1,383,363
Medium	247,650	1,774,295	96,318			2,118,263	2,357,503
Large	61,044	2,810,102	38,658			2,909,804	2,962,525
Ex. Large	88,705	469,305	3,016			561,026	659,910
Ex. Large Sev "C"	54,573	5,100	-100			59,573	121,228
Jumbo	103,115	517,276	100			620,491	736,866
Colossal	25,175	199,405	0			224,580	253,003
Sup. Colossal	32	31,991	0			32,023	32,059
Grn. Ripe Whole	1,000	34,507	0			35,507	36,636
Total	594,172	7,189,626	152,279			7,936,077	
Conv. Total	1,264,992	7,189,626	88,474				8,543,092
Prior Year	1,404,838	7,660,016	87,704				9,152,558
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	29,862	1,292	0	0	3,800	34,954	79,964
Sliced	1,371,842	89,191	743,043	0	1,981,955	4,186,031	4,957,690
Chopped	45,944	617	5,830	482,589	0	534,980	558,777
Total	1,447,648	91,100	748,873	482,589	1,985,755	4,755,965	
Conv. Total	3,785,537	107,315	515,412	374,006	814,160		5,596,430
Prior Year	4,229,040	105,595	445,924	377,945	830,117		5,988,621
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	1,072	88,572				89,644	90,854
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	1,072	88,572				89,644	
Conv. Total	2,282	88,572					90,854
Prior Year	3,475	108,146					111,621
						Converted Total	14,299,917

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California Agricultural Statistics Service
P.O. Box 1258
Sacramento, CA 95812
Phone: (916) 498-5161
FAX: (916) 498-5186
E-mail: nass-ca@nass.usda.gov