

# CALIFORNIA MONTHLY OLIVE REPORT

Released: February 27, 2003

<b>Summary Report - Sales</b>									
<b>Month Ending January 31, 2003</b>									
<b>Converted 24/300 Case Basis</b>									
Item	Monthly Sales			Year-to-Date Sales			Consecutive 12-Month Sales		
	02/03	01/02	% Change	02/03	01/02	% change	02/03	01/02	% change
Total	808,967	919,427	-12.01	7,418,020	7,759,408	-4.40	14,186,829	14,436,537	-1.73
<b>Markets</b>									
Consumer	496,903	542,081	-8.33	5,346,562	5,351,676	-0.10	9,847,220	9,474,965	3.93
Food Service	312,064	377,346	-17.30	2,071,458	2,407,732	-13.97	4,339,608	4,961,572	-12.54
<b>Styles</b>									
Whole	5,204	4,023	29.37	29,610	31,352	-5.56	60,499	60,321	0.29
Pitted	442,710	503,506	-12.07	4,929,138	4,964,575	-0.71	9,021,386	8,758,414	3.00
Wedged	6,834	7,417	-7.87	39,973	41,272	-3.15	81,828	83,344	-1.82
Sliced	304,969	354,514	-13.98	2,136,932	2,391,966	-10.66	4,437,871	4,889,085	-9.23
Chopped	43,566	44,608	-2.34	230,835	278,260	-17.04	485,157	549,063	-11.64
Broken Pitt	5,685	5,359	6.08	51,532	51,984	-0.87	100,087	96,310	3.92
<b>Key Items</b>									
24/300 Pitt	358,262	405,599	-11.67	4,310,291	4,330,103	-0.46	7,782,183	7,437,883	4.63
6/10 Pitt	82,473	93,731	-12.01	587,715	592,413	-0.79	1,174,957	1,236,200	-4.95
6/10 Sliced	216,043	262,784	-17.79	1,414,128	1,691,378	-16.39	2,968,651	3,455,781	-14.10
24/300 Whole	3,011	2,215	35.94	18,432	20,823	-11.48	39,306	35,280	11.41
6/10 Whole	2,193	1,808	21.32	11,167	10,113	10.42	21,158	24,462	-13.51
6/10 Wedged	6,752	7,171	-5.85	39,235	40,124	-2.21	79,426	80,018	-0.74
2.25 Sliced	48,725	54,286	-10.24	400,061	390,677	2.40	816,568	811,273	0.65
4.5 Chopped	26,416	29,451	-10.31	190,809	198,506	-3.88	364,057	373,965	-2.65

<b>Summary Report - Packout and Inventory</b>									
<b>Month Ending January 31, 2003</b>									
<b>Converted 24/300 Case Basis</b>									
Item	Monthly Packout			Year-to-Date Packout			Inventory		
	02/03	01/02	% change	02/03	01/02	% change	02/03	01/02	% change
Total	648,784	1,228,069	-47.17	7,257,337	8,257,029	-12.11	6,464,443	5,001,125	29.26
<b>Markets</b>									
Consumer	491,083	812,479	-39.56	5,682,133	5,493,662	3.43	4,195,225	3,101,542	35.26

Food Service	157,701	415,590	-62.05	1,575,204	2,763,367	-43.00	2,269,218	1,899,583	19.46
Styles									
Whole	468	5,443	-91.40	20,136	13,277	51.66	54,303	47,171	15.12
Pitted	436,616	804,356	-45.72	4,784,439	5,011,254	-4.53	4,214,666	3,130,115	34.65
Wedged	0	7,470	-100.00	42,056	7,547	457.23	46,284	55,919	-17.23
Sliced	190,674	377,567	-49.50	2,186,078	2,931,748	-25.43	1,997,967	1,609,178	24.16
Chopped	18,550	33,151	-44.04	192,793	284,018	-32.12	120,650	147,115	-17.99
Broken Pitt	2,476	81	2,956.79	31,836	9,185	246.60	30,574	11,627	162.96
Key Items									
24/300 Pitt	406,403	660,265	-38.45	4,517,512	4,323,186	4.49	3,464,464	2,412,932	43.58
6/10 Pitt	30,213	140,086	-78.43	238,853	663,026	-63.98	705,838	672,436	4.97
6/10 Sliced	127,488	253,568	-49.72	1,284,863	2,032,254	-36.78	1,467,850	1,115,531	31.58
24/300 Whole	468	5,443	-91.40	16,706	12,832	30.19	29,221	25,532	14.45
6/10 Whole	0	0	0.00	3,430	0	0.00	24,784	21,303	16.34
6/10 Wedged	0	7,470	-100.00	40,605	7,547	438.01	42,400	49,543	-14.42
2.25 Sliced	45,378	28,222	60.79	562,167	496,297	13.27	299,683	264,817	13.17
4.5 Chopped	18,550	14,711	26.10	184,720	217,747	-15.17	86,640	98,419	-11.97
							Approximate Supply in Converted Cases		
							Total Inventory	6,464,443	
							Converted Storage	13,045,386	
							Approximate Supply	19,509,829	

Storage - Month Ending January 31, 2003	
Whole Canning Sizes	
Size	Tons
Small	5,724
Medium	16,297
Large	14,617
Ex. Large	16,258
Ex.Large Sev. "C"	1,239
Jumbo	9,023
Colossal	6,611
Super Colossal	1,559
Orchard Run	0
Total Canning	71,329
Limited	12,835
Total	84,164

Total Converted (*155)	13,045,386
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Packout - Month Ending January 31, 2003							
<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	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	468	0			468	468
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
<b>Total</b>	<b>0</b>	<b>468</b>	<b>0</b>			<b>468</b>	
<b>Conv. Total</b>	<b>0</b>	<b>468</b>	<b>0</b>				<b>468</b>
<b>Prior Year</b>	<b>0</b>	<b>5,443</b>	<b>0</b>				<b>5,443</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	0	29,790	0			29,790	29,790
Medium	8,158	52,189	0			60,347	69,557
Large	0	152,608	0			152,608	152,608
Ex. Large	1,616	142,429	0			144,045	145,869
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	893	6,933	0			7,826	8,834
Colossal	3,524	19,476	0			23,000	26,979
Sup. Colossal	0	2,978	0			2,978	2,978
Grn. Ripe Whole	0	0	0			0	0
<b>Total</b>	<b>14,191</b>	<b>406,403</b>	<b>0</b>			<b>420,594</b>	
<b>Conv. Total</b>	<b>30,213</b>	<b>406,403</b>	<b>0</b>				<b>436,616</b>
<b>Prior Year</b>	<b>140,086</b>	<b>660,265</b>	<b>4,005</b>				<b>804,356</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	0	0	0	0	0	0	0
Sliced	49,510	0	26,034	0	110,679	186,223	190,674
Chopped	0	0	0	23,936	0	23,936	18,550
<b>Total</b>	<b>49,510</b>	<b>0</b>	<b>26,034</b>	<b>23,936</b>	<b>110,679</b>	<b>210,159</b>	
<b>Conv. Total</b>	<b>127,488</b>	<b>0</b>	<b>17,807</b>	<b>18,550</b>	<b>45,378</b>		<b>209,224</b>
<b>Prior Year</b>	<b>275,504</b>	<b>5,741</b>	<b>94,010</b>	<b>14,711</b>	<b>28,222</b>	<b>0</b>	<b>418,188</b>
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>

Bkn. Pitt	0	2,476	2,476	2,476
Bkn. Pitt Grn. Ripe	0	0	0	0
Total	0	2,476	2,476	
Conv. Total	0	2,476		2,476
Prior Year	0	81		81
<b>Converted Total</b>				<b>648,784</b>

### Cumulative Packout - Month Ending January 31, 2003

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	12,147	0	12,147	12,147
Ex. Large	0	0	0	0	0
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	959	0	0	959	2,042
Colossal	652	3,908	0	4,560	5,296
Super Colossal	0	651	0	651	651
Grn. Ripe Whole	0	0	0	0	0
<b>Total</b>	<b>1,611</b>	<b>16,706</b>	<b>0</b>	<b>18,317</b>	
<b>Conv. Total</b>	<b>3,430</b>	<b>16,706</b>	<b>0</b>		<b>20,136</b>
<b>Prior Year</b>	<b>0</b>	<b>12,832</b>	<b>445</b>		<b>13,277</b>

  

Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	2,452	97,149	6,853	106,454	106,351
Medium	57,849	1,120,373	24,671	1,202,893	1,257,867
Large	7,508	1,882,886	16,797	1,907,191	1,908,630
Ex. Large	6,837	1,018,393	0	1,025,230	1,032,949
Ex. Large Sev "C"	9,444	0	0	9,444	20,106
Jumbo	18,735	87,338	0	106,073	127,225
Colossal	9,365	269,300	0	278,665	289,238
Sup. Colossal	0	42,073	0	42,073	42,073
Grn. Ripe Whole	0	0	0	0	0
<b>Total</b>	<b>112,190</b>	<b>4,517,512</b>	<b>48,321</b>	<b>4,678,023</b>	
<b>Conv. Total</b>	<b>238,853</b>	<b>4,517,512</b>	<b>28,075</b>		<b>4,784,439</b>
<b>Prior Year</b>	<b>663,026</b>	<b>4,323,186</b>	<b>25,042</b>		<b>5,011,254</b>

  

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	15,769	1,240	0	0	0	17,009	42,056
Sliced	498,976	33,855	437,773	0	1,371,140	2,341,744	2,186,078



Conv. Total	705,838	3,464,464	44,364				4,214,666	
Prior Year	672,436	2,412,932	44,747				3,130,115	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	16,466	1,858	0	0	4,172	22,496	46,284	
Sliced	570,039	36,484	274,484	0	730,934	1,611,941	1,997,967	
Chopped	7,296	1,238	2,543	111,793	0	122,870	120,650	
Total	593,801	39,580	277,027	111,793	735,106	1,757,307		
Conv. Total	1,538,223	47,769	190,875	86,640	301,393		2,164,901	
Prior Year	1,205,373	71,909	167,492	98,419	269,019		1,812,213	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	175	30,201				30,376	30,574	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	175	30,201				30,376		
Conv. Total	373	30,201					30,574	
Prior Year	471	11,156					11,627	
<b>Converted Total</b>								<b>6,464,443</b>

### Sales - Month Ending January 31, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	136	0	136	136
Medium	0	17	0	17	17
Large	0	1,651	0	1,651	1,651
Ex. Large	0	0	0	0	0
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	958	663	0	1,621	2,703
Colossal	72	510	0	582	663
Super Colossal	0	34	0	34	34
Grn. Ripe Whole	0	0	0	0	0
<b>Total</b>	<b>1,030</b>	<b>3,011</b>	<b>0</b>	<b>4,041</b>	
<b>Conv. Total</b>	<b>2,193</b>	<b>3,011</b>	<b>0</b>		<b>5,204</b>
<b>Prior Year</b>	<b>1,808</b>	<b>2,215</b>	<b>0</b>		<b>4,023</b>
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	988	50,830	400	52,218	53,166
Medium	13,163	73,328	643	87,134	101,726
Large	3,521	149,473	2,356	155,350	158,338
Ex. Large	12,708	48,718	0	61,426	75,773

Ex. Large Sev "C"	0	0	0			0	0	
Jumbo	6,431	25,395	0			31,826	39,087	
Colossal	1,927	7,447	0			9,374	11,550	
Sup. Colossal	0	868	0			868	868	
Grn. Ripe Whole	0	2,203	0			2,203	2,203	
Total	38,738	358,262	3,399			400,399		
Conv. Total	82,473	358,262	1,975				442,710	
Prior Year	93,731	405,599	4,176				503,506	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	2,622	0	0	0	200	2,822	6,834	
Sliced	83,900	6,340	47,929	0	118,842	257,011	304,969	
Chopped	1,192	5,353	0	34,085	0	40,630	43,566	
Total	87,714	11,693	47,929	34,085	119,042	300,463		
Conv. Total	227,364	19,997	32,783	26,416	48,807		355,368	
Prior Year	281,373	10,511	30,672	29,451	54,532		406,539	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	16	5,651				5,667	5,685	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	16	5,651				5,667		
Conv. Total	34	5,651					5,685	
Prior Year	434	4,925					5,359	
Converted Total								808,967

### Cumulative Sales - Month Ending January 31, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	18	1,703	0		1,721	1,741
Medium	30	618	0		648	682
Large	55	7,933	0		7,988	8,050
Ex. Large	0	1,462	20		1,482	1,474
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	4,632	2,087	0		6,719	11,949
Colossal	510	3,939	0		4,449	5,025
Super Colossal	0	690	0		690	690
Grn. Ripe Whole	0	0	0		0	0
Total	5,245	18,432	20		23,697	
Conv. Total	11,167	18,432	12			29,610
Prior Year	10,113	20,823	417			31,353

Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total	
Small	5,230	522,654	7,060			534,944	537,891	
Medium	107,436	1,053,618	28,675			1,189,729	1,299,009	
Large	27,122	1,807,120	17,849			1,852,091	1,875,233	
Ex. Large	82,723	468,435	0			551,158	644,552	
Ex. Large Sev "C"	0	0	0			0	0	
Jumbo	41,907	312,917	0			354,824	402,137	
Colossal	11,634	113,060	0			124,694	137,829	
Sup. Colossal	0	13,988	0			13,988	13,988	
Grn. Ripe Whole	0	18,499	0			18,499	18,499	
Total	276,052	4,310,291	53,584			4,639,927		
Conv. Total	587,715	4,310,291	31,132				4,929,138	
Prior Year	592,413	4,330,103	42,059				4,964,575	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	15,237	0	0	0	1,800	17,037	39,973	
Sliced	549,176	48,252	389,310	0	975,759	1,962,497	2,136,932	
Chopped	4,767	5,990	6,238	246,205	0	263,200	230,835	
Total	569,180	54,242	395,548	246,205	977,559	2,242,734		
Conv. Total	1,471,640	70,531	273,961	190,809	400,799		2,407,740	
Prior Year	1,803,903	61,884	255,378	198,506	391,825		2,711,496	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	440	50,595				51,035	51,532	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	440	50,595				51,035		
Conv. Total	937	50,595					51,532	
Prior Year	1,303	50,681					51,984	
<b>Converted Total</b>								<b>7,418,020</b>

### Consecutive Sales - 12 Months Ending January 31, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	4	4,410	0			4,414	4,419
Medium	103	1,329	0			1,432	1,548
Large	55	14,495	0			14,550	14,612
Ex. Large	7	2,636	60			2,703	2,686
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,798	7,734	0			16,532	26,465



Colossal	971	7,402	0			8,373	9,469
Super Colossal	0	1,297	0			1,297	1,297
Grn. Ripe Whole	0	3	0			3	3
Total	9,938	39,306	60			49,304	
Conv. Total	21,158	39,306	35				60,499
Prior Year	24,462	35,280	579				60,321
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	11,082	1,036,952	14,278			1,062,312	1,068,841
Medium	219,221	1,889,620	62,751			2,171,592	2,392,800
Large	53,921	3,104,648	33,550			3,192,119	3,238,938
Ex. Large	150,859	880,969	0			1,031,828	1,202,148
Ex. Large Sev "C"	0	12,653	0			12,653	12,653
Jumbo	84,235	565,662	0			649,897	744,998
Colossal	32,564	214,992	0			247,556	284,321
Sup. Colossal	0	42,845	0			42,845	42,845
Grn. Ripe Whole	0	33,842	0			33,842	33,842
Total	551,882	7,782,183	110,579			8,444,644	
Conv. Total	1,174,957	7,782,183	64,246				9,021,386
Prior Year	1,236,200	7,437,883	84,331				8,758,414
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	30,845	0	0	0	5,860	36,705	81,828
Sliced	1,152,874	102,046	779,618	0	1,991,630	4,026,168	4,437,871
Chopped	23,741	6,109	12,781	469,751	0	512,382	485,157
Total	1,207,460	108,155	792,399	469,751	1,997,490	4,575,255	
Conv. Total	3,139,099	133,750	548,979	364,057	818,971		5,004,857
Prior Year	3,698,645	111,625	523,852	373,965	813,405		5,521,492
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	2,064	95,693				97,757	100,087
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	2,064	95,693				97,757	
Conv. Total	4,394	95,693					100,087
Prior Year	2,265	94,045					96,310
Converted Total							14,186,829

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