

# CALIFORNIA MONTHLY OLIVE REPORT

Released: April 24, 2003

<b>Summary Report - Sales</b>									
<b>Month Ending March 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
<b>Total</b>	1,134,481	1,133,790	0.06	9,337,549	9,645,606	-3.19	14,220,160	14,338,974	-0.83
<b>Markets</b>									
Consumer	764,694	763,087	0.21	6,606,348	6,533,141	1.12	9,925,541	9,549,343	3.94
Food Service	369,788	370,702	-0.25	2,731,201	3,112,464	-12.25	4,294,619	4,789,630	-10.34
<b>Styles</b>									
Whole	3,305	5,517	-40.10	34,091	40,038	-14.86	56,293	60,318	-6.67
Pitted	674,502	660,962	2.05	6,017,029	5,987,598	0.49	9,086,254	8,745,672	3.89
Wedged	6,660	9,097	-26.78	50,986	55,261	-7.73	78,853	83,096	-5.11
Sliced	399,415	407,978	-2.10	2,850,842	3,135,508	-9.08	4,408,238	4,808,141	-8.32
Chopped	37,961	42,223	-10.09	314,431	359,325	-12.49	487,687	543,729	-10.31
Broken Pitt	12,638	8,014	57.70	70,171	67,876	3.38	102,834	98,018	4.91
<b>Key Items</b>									
24/300 Pitt	577,327	563,120	2.52	5,220,178	5,171,788	0.94	7,850,385	7,471,779	5.07
6/10 Pitt	92,233	90,314	2.12	758,473	761,260	-0.37	1,176,869	1,190,422	-1.14
6/10 Sliced	260,314	255,901	1.72	1,879,876	2,185,390	-13.98	2,940,387	3,341,317	-12.00
24/300 Whole	1,637	3,018	-45.76	20,654	25,645	-19.46	36,706	35,102	4.57
6/10 Whole	1,648	2,476	-33.45	13,394	13,953	-4.01	19,544	24,613	-20.60
6/10 Wedged	6,414	8,933	-28.19	49,674	53,596	-7.32	76,393	80,858	-5.52
2.25 Sliced	76,429	85,109	-10.20	538,687	533,370	1.00	812,501	834,475	-2.63
4.5 Chopped	28,783	28,263	1.84	244,884	252,769	-3.12	363,869	380,923	-4.48

<b>Summary Report - Packout and Inventory</b>									
<b>Month Ending March 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
<b>Total</b>	1,872,767	1,545,047	21.21	10,309,441	10,942,232	-5.78	7,129,299	5,765,812	23.65
<b>Markets</b>									

Consumer	601,400	1,051,177	-42.79	7,209,980	7,387,161	-2.40	4,952,492	3,808,403	30.04
Food Service	1,271,368	493,870	157.43	3,099,461	3,555,071	-12.82	2,176,807	1,957,410	11.21
<b>Styles</b>									
Whole	0	4,183	-100.00	25,088	17,460	43.69	54,487	43,070	26.51
Pitted	1,437,042	1,136,612	26.43	7,032,531	6,912,049	1.74	4,861,395	3,990,365	21.83
Wedged	6,301	0	0.00	57,228	38,769	47.61	43,405	28,431	52.67
Sliced	347,462	335,272	3.64	2,847,338	3,578,371	-20.43	1,952,513	1,526,560	27.90
Chopped	81,316	66,950	21.46	312,889	384,368	-18.60	183,816	173,753	5.79
Broken Pitt	646	2,030	-68.18	34,367	11,215	206.43	33,684	3,634	826.90
<b>Key Items</b>									
24/300 Pitt	401,499	879,915	-54.37	5,631,481	5,925,288	-4.96	4,117,320	3,159,561	30.31
6/10 Pitt	1,031,549	252,723	308.17	1,365,215	952,587	43.32	699,266	788,377	-11.30
6/10 Sliced	231,727	223,273	3.79	1,660,574	2,475,239	-32.91	1,381,325	1,075,590	28.42
24/300 Whole	0	4,183	-100.00	21,658	17,015	27.29	31,866	25,352	25.69
6/10 Whole	0	0	0.00	3,430	0	0.00	22,355	17,405	28.44
6/10 Wedged	6,301	0	0.00	55,777	38,586	44.55	40,095	28,431	41.03
2.25 Sliced	90,095	82,945	8.62	738,240	626,104	17.91	336,036	253,100	32.77
4.5 Chopped	79,526	49,076	62.05	297,803	289,979	2.70	144,563	117,429	23.11
							Approximate Supply in Converted Cases		
							Total Inventory	7,129,299	
							Converted Storage	10,377,526	
							Approximate Supply	17,506,825	

<b>Storage - Month Ending March 31, 2003</b>	
Whole Canning Sizes	
Size	Tons
Small	2,303
Medium	13,046
Large	11,836
Ex. Large	11,973
Ex.Large Sev. "C"	1,186
Jumbo	8,210
Colossal	5,852
Super Colossal	1,503
Orchard Run	0

Total Canning	55,910
Limited	11,042
Total	66,952
Total Converted (*155)	10,377,526

Packout - Month Ending March 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	0	0			0	0
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	0	0			0	
Conv. Total	0	0	0				0
Prior Year	0	4,183	0				4,183
<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	51,806	73,541	0			125,347	183,836
Medium	54,316	126,799	0			181,115	242,438
Large	149,341	79,596	6,874			235,811	401,537
Ex. Large	224,972	47,476	0			272,448	526,441
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	4,088	42,432	0			46,520	51,135
Colossal	0	31,655	0			31,655	31,655
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	484,523	401,499	6,874			892,896	
Conv. Total	1,031,549	401,499	3,994				1,437,042
Prior Year	252,723	879,915	3,974				1,136,612
<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	2,447	0	0	0	0	2,447	6,301
Sliced	89,991	2,360	33,449	0	219,743	345,543	347,462
Chopped	467	0	0	102,614	0	103,081	81,316
Total	92,905	2,360	33,449	102,614	219,743	451,071	

Conv. Total	239,818	2,761	22,879	79,526	90,095		435,079	
Prior Year	241,147	10,834	18,219	49,076	82,945	0	402,222	
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>	
Bkn. Pitt	0	646				646	646	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	0	646				646		
Conv. Total	0	646					646	
Prior Year	0	2,030					2,030	
<b>Converted Total</b>								<b>1,872,767</b>

<b>Cumulative Packout - Month Ending March 31, 2003</b>							
<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	2,697	0			2,697	2,697
Large	0	14,263	0			14,263	14,263
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	959	139	0			1,098	2,181
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>21,658</b>	<b>0</b>			<b>23,269</b>	
<b>Conv. Total</b>	<b>3,430</b>	<b>21,658</b>	<b>0</b>				<b>25,088</b>
<b>Prior Year</b>	<b>0</b>	<b>17,015</b>	<b>445</b>				<b>17,460</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	54,258	246,721	6,853			307,832	366,218
Medium	138,228	1,399,343	31,155			1,568,726	1,711,731
Large	169,437	2,136,275	23,671			2,329,383	2,510,759
Ex. Large	237,692	1,328,531	0			1,566,223	1,834,577
Ex. Large Sev "C"	9,444	0	0			9,444	20,106
Jumbo	22,823	166,329	0			189,152	214,919
Colossal	9,365	312,209	0			321,574	332,147
Sup. Colossal	0	42,073	0			42,073	42,073
Grn. Ripe Whole	0	0	0			0	0
<b>Total</b>	<b>641,247</b>	<b>5,631,481</b>	<b>61,679</b>			<b>6,334,407</b>	
<b>Conv. Total</b>	<b>1,365,215</b>	<b>5,631,481</b>	<b>35,835</b>				<b>7,032,531</b>
<b>Prior Year</b>	<b>952,587</b>	<b>5,925,288</b>	<b>34,174</b>				<b>6,912,049</b>

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	21,661	1,240	0	0	0	22,901	57,228
Sliced	644,883	84,017	512,024	0	1,800,586	3,041,510	2,847,338
Chopped	3,773	0	504	384,262	0	388,539	312,889
Total	670,317	85,257	512,528	384,262	1,800,586	3,452,950	
Conv. Total	1,730,816	99,751	350,844	297,803	738,240		3,217,455
Prior Year	2,602,284	90,342	392,800	289,979	626,104		4,001,509
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	0	34,367				34,367	34,367
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	0	34,367				34,367	
Conv. Total	0	34,367					34,367
Prior Year	200	11,015					11,215
<b>Converted Total</b>							<b>10,309,441</b>

Inventory - Month Ending March 31, 2003							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	21	3,586	0			3,607	3,631
Medium	464	5,964	0			6,428	6,952
Large	512	10,037	413			10,962	11,367
Ex. Large	318	4,432	46			4,796	5,136
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,478	3,101	0			11,579	21,151
Colossal	707	3,428	0			4,135	4,933
Super Colossal	0	1,150	0			1,150	1,150
Grn. Ripe Whole	0	168	0			168	168
Total	10,500	31,866	459			42,825	
Conv. Total	22,355	31,866	267				54,487
Prior Year	17,405	25,352	313				43,070
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6,471	496,604	7,428			510,503	514,696
Medium	140,157	841,759	43,285			1,025,201	1,165,302
Large	65,207	1,594,961	23,242			1,683,410	1,747,290
Ex. Large	45,127	779,751	1,090			825,968	876,460
Ex. Large Sev "C"	1	498	0			499	500
Jumbo	50,721	181,558	2,079			234,358	290,751

Colossal	20,751	180,101	0			200,852	224,280
Sup. Colossal	0	20,765	0			20,765	20,765
Grn. Ripe Whole	13	21,323	0			21,336	21,351
Total	328,448	4,117,320	77,124			4,522,892	
Conv. Total	699,266	4,117,320	44,809				4,861,395
Prior Year	788,377	3,159,561	42,427				3,990,365
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	15,571	1,858	0	0	2,770	20,199	43,405
Sliced	536,437	64,862	232,841	0	819,599	1,653,739	1,952,513
Chopped	8,400	1,668	2,543	186,533	0	199,144	183,816
Total	560,408	68,388	235,384	186,533	822,369	1,873,082	
Conv. Total	1,453,626	81,982	162,391	144,563	337,171		2,179,734
Prior Year	1,151,628	72,945	133,642	117,429	253,100		1,728,743
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	733	32,123				32,856	33,684
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	733	32,123				32,856	
Conv. Total	1,561	32,123					33,684
Prior Year	0	3,634					3,634
Converted Total							7,129,299

Sales - Month Ending March 31, 2003							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	408	0			408	408
Medium	0	81	0			81	81
Large	0	525	0			525	525
Ex. Large	0	0	34			34	20
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	759	34	0			793	1,650
Colossal	15	236	0			251	268
Super Colossal	0	353	0			353	353
Grn. Ripe Whole	0	0	0			0	0
Total	774	1,637	34			2,445	
Conv. Total	1,648	1,637	20				3,305
Prior Year	2,476	3,018	23				5,517
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total

Small	876	73,956	100			74,932	75,879	
Medium	17,079	150,771	5,879			173,729	190,548	
Large	4,140	226,416	2,528			233,084	236,699	
Ex. Large	12,212	70,344	0			82,556	96,343	
Ex. Large Sev "C"	0	0	0			0	0	
Jumbo	7,164	43,608	0			50,772	58,860	
Colossal	1,851	8,999	0			10,850	12,940	
Sup. Colossal	0	861	0			861	861	
Grn. Ripe Whole	0	2,372	0			2,372	2,372	
Total	43,322	577,327	8,507			629,156		
Conv. Total	92,233	577,327	4,943				674,502	
Prior Year	90,314	563,120	7,527				660,962	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	2,491	0	0	0	600	3,091	6,660	
Sliced	101,093	11,738	71,547	0	186,412	370,790	399,415	
Chopped	2,394	0	0	37,139	0	39,533	37,961	
Total	105,978	11,738	71,547	37,139	187,012	413,414		
Conv. Total	275,907	13,733	48,938	28,783	76,675		444,037	
Prior Year	277,712	9,625	58,425	28,263	85,273		459,297	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	0	12,638				12,638	12,638	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	0	12,638				12,638		
Conv. Total	0	12,638					12,638	
Prior Year	200	7,814					8,014	
Converted Total								1,134,481

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

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	18	2,179	0	2,197	2,217
Medium	30	767	0	797	831
Large	55	8,641	0	8,696	8,758
Ex. Large	0	1,445	74	1,519	1,488
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	5,639	2,223	0	7,862	14,228
Colossal	549	4,277	0	4,826	5,446
Super Colossal	0	1,122	0	1,122	1,122

Grn. Ripe Whole	0	0	0			0	0
Total	6,291	20,654	74			27,019	
Conv. Total	13,394	20,654	43				34,091
Prior Year	13,953	25,645	440				40,038
<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	6,602	630,896	7,460			644,958	649,286
Medium	138,948	1,283,661	36,936			1,459,545	1,600,941
Large	35,175	2,175,936	21,658			2,232,769	2,263,407
Ex. Large	106,582	585,409	0			691,991	812,322
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	54,108	378,920	0			433,028	494,116
Colossal	14,843	126,363	0			141,206	157,964
Sup. Colossal	0	15,701	0			15,701	15,701
Grn. Ripe Whole	0	23,292	0			23,292	23,292
Total	356,258	5,220,178	66,054			5,642,490	
Conv. Total	758,473	5,220,178	38,377				6,017,029
Prior Year	761,260	5,171,788	54,550				5,987,598
<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	19,291	0	0	0	3,200	22,491	50,986
Sliced	730,049	69,873	512,467	0	1,313,870	2,626,259	2,850,842
Chopped	7,475	14,134	6,238	315,979	0	343,826	314,431
Total	756,815	84,007	518,705	315,979	1,317,070	2,992,576	
Conv. Total	1,958,210	114,966	358,200	244,884	539,999		3,216,259
Prior Year	2,335,714	81,341	345,236	252,769	535,034		3,550,094
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	528	69,047				69,575	70,171
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	528	69,047				69,575	
Conv. Total	1,124	69,047					70,171
Prior Year	1,537	66,339					67,876
<b>Converted Total</b>							<b>9,337,549</b>

**Consecutive Sales - 12 Months Ending March 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	20	4,205	0		4,225	4,248
Medium	38	1,203	0		1,241	1,284



Large	55	13,124	0			13,179	13,241
Ex. Large	0	2,566	74			2,640	2,609
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,342	7,254	0			15,596	25,014
Colossal	725	6,626	0			7,351	8,170
Super Colossal	0	1,725	0			1,725	1,725
Grn. Ripe Whole	0	3	0			3	3
Total	9,180	36,706	74			45,960	
Conv. Total	19,544	36,706	43				56,293
Prior Year	24,613	35,102	602				60,317
<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	10,687	1,046,622	11,653			1,068,962	1,076,145
Medium	218,069	1,879,643	57,438			2,155,150	2,377,283
Large	54,163	3,160,983	32,459			3,247,605	3,295,155
Ex. Large	153,473	892,812	0			1,046,285	1,219,556
Ex. Large Sev "C"	0	12,653	0			12,653	12,653
Jumbo	83,099	571,313	0			654,412	748,231
Colossal	33,289	211,110	0			244,399	281,982
Sup. Colossal	0	40,934	0			40,934	40,934
Grn. Ripe Whole	0	34,315	0			34,315	34,315
Total	552,780	7,850,385	101,550			8,504,715	
Conv. Total	1,176,869	7,850,385	59,001				9,086,254
Prior Year	1,190,422	7,471,779	83,471				8,745,672
<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	29,667	0	0	0	6,000	35,667	78,853
Sliced	1,141,898	107,098	774,920	0	1,981,710	4,005,626	4,408,238
Chopped	20,104	14,223	10,826	469,508	0	514,661	487,687
Total	1,191,669	121,321	785,746	469,508	1,987,710	4,555,954	
Conv. Total	3,093,859	158,729	543,361	363,869	814,961		4,974,778
Prior Year	3,572,445	112,905	531,979	380,923	836,713		5,434,965
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	2,042	98,487				100,529	102,834
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	2,042	98,487				100,529	
Conv. Total	4,347	98,487					102,834
Prior Year	2,150	95,868					98,018
						<b>Converted Total</b>	<b>14,220,160</b>

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