

CALIFORNIA MONTHLY OLIVE REPORT

Released: September 18, 2003

Summary Report - Sales									
Month Ending August 31, 2003									
Converted 24/300 Case Basis									
Item	Monthly Sales			Year-to-Date Sales			Consecutive 12-Month Sales		
	03/04	02/03	% Change	03/04	02/03	% change	03/04	02/03	% change
Total	1,048,560	1,007,200	4.11	1,048,560	1,007,200	4.11	14,330,461	14,493,171	-1.12
Markets									
Consumer	679,038	648,499	4.71	679,038	648,499	4.71	10,082,817	9,899,182	1.86
Food Service	369,522	358,700	3.02	369,522	358,700	3.02	4,247,644	4,593,989	-7.54
Styles									
Whole	4,395	3,865	13.71	4,395	3,865	13.71	49,047	61,251	-19.92
Pitted	614,739	579,887	6.01	614,739	579,887	6.01	9,161,630	9,095,562	0.73
Wedged	6,190	7,975	-22.38	6,190	7,975	-22.38	76,569	84,432	-9.31
Sliced	378,924	376,940	0.53	378,924	376,940	0.53	4,473,944	4,638,211	-3.54
Chopped	35,964	31,904	12.72	35,964	31,904	12.72	458,009	514,307	-10.95
Broken Pitt	8,348	6,629	25.94	8,348	6,629	25.94	111,262	99,409	11.92
Key Items									
24/300 Pitt	508,790	473,155	7.53	508,790	473,155	7.53	7,965,468	7,847,877	1.50
6/10 Pitt	102,154	100,284	1.86	102,154	100,284	1.86	1,143,122	1,173,588	-2.60
6/10 Sliced	255,927	245,511	4.24	255,927	245,511	4.24	2,962,947	3,179,128	-6.80
24/300 Whole	2,191	1,971	11.16	2,191	1,971	11.16	28,790	40,720	-29.30
6/10 Whole	2,204	1,882	17.08	2,204	1,882	17.08	20,226	20,194	0.16
6/10 Wedged	6,108	7,975	-23.41	6,108	7,975	-23.41	74,047	82,029	-9.73
2.25 Sliced	73,582	70,935	3.73	73,582	70,935	3.73	847,475	811,966	4.37
4.5 Chopped	30,184	26,273	14.88	30,184	26,273	14.88	370,483	362,147	2.30

Summary Report - Packout and Inventory									
Month Ending August 31, 2003									
Converted 24/300 Case Basis									
Item	Monthly Packout			Year-to-Date Packout			Inventory		
	03/04	02/03	% change	03/04	02/03	% change	03/04	02/03	% change
Total	1,335,466	1,165,662	14.57	1,335,466	1,165,662	14.57	7,108,997	6,846,510	3.83
Markets									

Consumer	913,006	919,941	-0.75	913,006	919,941	-0.75	4,820,554	4,125,468	16.85
Food Service	422,459	245,721	71.93	422,459	245,721	71.93	2,288,443	2,721,042	-15.90
Styles									
Whole	4,432	5,545	-20.08	4,432	5,545	-20.08	57,744	66,920	-13.71
Pitted	758,178	733,219	3.40	758,178	733,219	3.40	4,687,679	4,564,149	2.71
Wedged	9,820	0	0.00	9,820	0	0.00	42,870	39,673	8.06
Sliced	514,793	390,411	31.86	514,793	390,411	31.86	1,967,642	1,977,821	-0.51
Chopped	42,804	28,471	50.34	42,804	28,471	50.34	285,357	143,870	98.34
Broken Pitt	5,439	8,016	-32.14	5,439	8,016	-32.14	67,704	54,078	25.20
Key Items									
24/300 Pitt	719,715	701,197	2.64	719,715	701,197	2.64	3,936,740	3,530,985	11.49
6/10 Pitt	38,463	28,967	32.78	38,463	28,967	32.78	703,807	988,120	-28.77
6/10 Sliced	373,429	211,189	76.82	373,429	211,189	76.82	1,490,243	1,576,709	-5.48
24/300 Whole	1,517	2,115	-28.27	1,517	2,115	-28.27	37,932	31,889	18.95
6/10 Whole	2,915	3,430	-15.02	2,915	3,430	-15.02	19,442	34,733	-44.02
6/10 Wedged	7,334	0	0.00	7,334	0	0.00	40,438	35,048	15.38
2.25 Sliced	71,318	145,839	-51.10	71,318	145,839	-51.10	248,570	213,274	16.55
4.5 Chopped	42,804	26,335	62.53	42,804	26,335	62.53	244,117	99,774	144.67
							Approximate Supply in Converted Cases		
							Total Inventory	7,108,997	
							Converted Storage	4,544,750	
							Approximate Supply	11,653,747	

Storage - Month Ending August 31, 2003	
Whole Canning Sizes	
Size	Tons
Small	591
Medium	5,175
Large	2,368
Ex. Large	7,558
Ex.Large Sev. "C"	883
Jumbo	3,292
Colossal	4,394
Super Colossal	1,393
Orchard Run	0

Total Canning	25,654
Limited	3,667
Total	29,321
Total Converted (*155)	4,544,750

Packout - Month Ending August 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	0	0			0	0
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,369	0	0			1,369	2,915
Colossal	0	0	0			0	0
Super Colossal	0	1,517	0			1,517	1,517
Grn. Ripe Whole	0	0	0			0	0
Total	1,369	1,517	0			2,886	
Conv. Total	2,915	1,517	0				4,432
Prior Year	3,430	2,115	0				5,545
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	14,069	115,121	0			129,190	145,074
Large	324	228,874	0			229,198	229,564
Ex. Large	0	126,733	0			126,733	126,733
Ex. Large Sev "C"	634	0	0			634	1,350
Jumbo	3,039	144,324	0			147,363	150,794
Colossal	0	104,663	0			104,663	104,663
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	18,066	719,715	0			737,781	
Conv. Total	38,463	719,715	0				758,178
Prior Year	28,967	701,197	3,055				733,219
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	2,848	0	0	0	6,064	8,912	9,820
Sliced	145,021	6,321	91,594	0	173,947	416,883	514,793
Chopped	0	0	0	55,231	0	55,231	42,804
Total	147,869	6,321	91,594	55,231	180,011	481,026	

Conv. Total	380,763	7,396	62,650	42,804	73,805		567,417	
Prior Year	213,324	4,237	29,147	26,335	145,839	0	418,882	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	150	5,120				5,270	5,439	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	150	5,120				5,270		
Conv. Total	319	5,120					5,439	
Prior Year	0	8,016					8,016	
Converted Total								1,335,466

Cumulative Packout - Month Ending August 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	0	0			0	0
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,369	0	0			1,369	2,915
Colossal	0	0	0			0	0
Super Colossal	0	1,517	0			1,517	1,517
Grn. Ripe Whole	0	0	0			0	0
Total	1,369	1,517	0			2,886	
Conv. Total	2,915	1,517	0				4,432
Prior Year	3,430	2,115	0				5,545
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	14,069	115,121	0			129,190	145,074
Large	324	228,874	0			229,198	229,564
Ex. Large	0	126,733	0			126,733	126,733
Ex. Large Sev "C"	634	0	0			634	1,350
Jumbo	3,039	144,324	0			147,363	150,794
Colossal	0	104,663	0			104,663	104,663
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	18,066	719,715	0			737,781	
Conv. Total	38,463	719,715	0				758,178
Prior Year	28,967	701,197	3,055				733,219

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	2,848	0	0	0	6,064	8,912	9,820
Sliced	145,021	6,321	91,594	0	173,947	416,883	514,793
Chopped	0	0	0	55,231	0	55,231	42,804
Total	147,869	6,321	91,594	55,231	180,011	481,026	
Conv. Total	380,763	7,396	62,650	42,804	73,805		567,417
Prior Year	213,324	4,237	29,147	26,335	145,839		418,882
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	150	5,120				5,270	5,439
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	150	5,120				5,270	
Conv. Total	319	5,120					5,439
Prior Year	0	8,016					8,016
Converted Total							1,335,466

Inventory - Month Ending August 31, 2003							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6	2,134	0			2,140	2,147
Medium	472	5,608	0			6,080	6,613
Large	501	12,710	413			13,624	14,017
Ex. Large	308	4,100	224			4,632	4,886
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	7,227	2,753	0			9,980	18,139
Colossal	618	8,135	0			8,753	9,451
Super Colossal	0	2,317	0			2,317	2,317
Grn. Ripe Whole	0	175	0			175	175
Total	9,132	37,932	637			47,701	
Conv. Total	19,442	37,932	370				57,744
Prior Year	34,733	31,889	298				66,920
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	7,234	431,910	5,845			444,989	450,707
Medium	87,856	635,651	52,264			775,771	853,062
Large	49,944	1,421,182	19,868			1,490,994	1,539,056
Ex. Large	88,407	767,599	1,067			857,073	956,437
Ex. Large Sev "C"	20,003	497	0			20,500	43,083
Jumbo	57,058	364,030	2,079			423,167	486,714

Colossal	19,929	287,581	0			307,510	330,010
Sup. Colossal	137	18,069	0			18,206	18,361
Grn. Ripe Whole	13	10,221	0			10,234	10,249
Total	330,581	3,936,740	81,123			4,348,444	
Conv. Total	703,807	3,936,740	47,132				4,687,679
Prior Year	988,120	3,530,985	45,044				4,564,149
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	15,704	0	0	0	5,931	21,635	42,870
Sliced	578,735	63,983	225,101	0	606,269	1,474,088	1,967,642
Chopped	8,515	2,854	1,534	314,990	0	327,893	285,357
Total	602,954	66,837	226,635	314,990	612,200	1,823,616	
Conv. Total	1,563,327	81,567	155,856	244,117	251,002		2,295,869
Prior Year	1,648,724	57,056	140,085	99,774	215,725		2,161,363
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	877	65,837				66,714	67,704
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	877	65,837				66,714	
Conv. Total	1,867	65,837					67,704
Prior Year	49,465	4,613					54,078
						Converted Total	7,108,997

Sales - Month Ending August 31, 2003							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	68	0			68	68
Medium	0	73	0			73	73
Large	0	289	0			289	289
Ex. Large	0	136	0			136	136
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	941	383	0			1,324	2,386
Colossal	94	986	0			1,080	1,186
Super Colossal	0	256	0			256	256
Grn. Ripe Whole	0	0	0			0	0
Total	1,035	2,191	0			3,226	
Conv. Total	2,204	2,191	0				4,395
Prior Year	1,882	1,971	12				3,865
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total

Small	997	47,655	200			48,852	49,894
Medium	17,489	139,327	3,662			160,478	178,689
Large	4,482	187,172	2,671			194,325	198,266
Ex. Large	16,472	61,849	0			78,321	96,918
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,870	51,562	0			58,432	66,188
Colossal	1,672	16,765	0			18,437	20,325
Sup. Colossal	0	2,741	0			2,741	2,741
Grn. Ripe Whole	0	1,719	0			1,719	1,719
Total	47,982	508,790	6,533			563,305	
Conv. Total	102,154	508,790	3,796				614,739
Prior Year	100,284	473,155	6,447				579,887
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	2,372	0	0	0	200	2,572	6,190
Sliced	99,389	7,882	58,763	0	179,468	345,502	378,924
Chopped	781	136	2,005	38,947	0	41,869	35,964
Total	102,542	8,018	60,768	38,947	179,668	389,943	
Conv. Total	265,029	9,542	42,660	30,184	73,664		421,078
Prior Year	256,457	11,085	52,068	26,273	70,935		416,819
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	64	8,212				8,276	8,348
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	64	8,212				8,276	
Conv. Total	136	8,212					8,348
Prior Year	77	6,552					6,629
Converted Total							1,048,560

Cumulative Sales - Month Ending August 31, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	68	0	68	68
Medium	0	73	0	73	73
Large	0	289	0	289	289
Ex. Large	0	136	0	136	136
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	941	383	0	1,324	2,386
Colossal	94	986	0	1,080	1,186
Super Colossal	0	256	0	256	256

Grn. Ripe Whole	0	0	0			0	0	
Total	1,035	2,191	0			3,226		
Conv. Total	2,204	2,191	0				4,395	
Prior Year	1,882	1,971	12				3,865	
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total	
Small	997	47,655	200			48,852	49,894	
Medium	17,489	139,327	3,662			160,478	178,689	
Large	4,482	187,172	2,671			194,325	198,266	
Ex. Large	16,472	61,849	0			78,321	96,918	
Ex. Large Sev "C"	0	0	0			0	0	
Jumbo	6,870	51,562	0			58,432	66,188	
Colossal	1,672	16,765	0			18,437	20,325	
Sup. Colossal	0	2,741	0			2,741	2,741	
Grn. Ripe Whole	0	1,719	0			1,719	1,719	
Total	47,982	508,790	6,533			563,305		
Conv. Total	102,154	508,790	3,796				614,739	
Prior Year	100,284	473,155	6,447				579,886	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	2,372	0	0	0	200	2,572	6,190	
Sliced	99,389	7,882	58,763	0	179,468	345,502	378,924	
Chopped	781	136	2,005	38,947	0	41,869	35,964	
Total	102,542	8,018	60,768	38,947	179,668	389,943		
Conv. Total	265,029	9,542	42,660	30,184	73,664		421,078	
Prior Year	256,457	11,085	52,068	26,273	70,935		416,818	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	64	8,212				8,276	8,348	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	64	8,212				8,276		
Conv. Total	136	8,212					8,348	
Prior Year	77	6,552					6,629	
Converted Total								1,048,560

**Consecutive
Sales - 12
Months Ending
August 31, 2003**

Ripe	6 No. 10s	24 No. 300s	24 Buff
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Whole						
Small		18	3,403	0		
Medium		30	1,042	0		
Large		55	10,696	0		
Ex. Large		10	1,528	54		
Ex. Large Sev "C"		0	0	0		
Jumbo		8,487	3,802	0		
Colossal		900	6,850	0		
Super Colossal		0	1,469	0		
Grn. Ripe Whole		0	0	0		
Total		9,500	28,790	54		
Conv. Total		20,226	28,790	31		
Prior Year		20,194	40,720	337		
Ripe Pitted		6 No. 10s	24 No. 300s	24 Buff		
Small		10,077	940,406	9,620		
Medium		212,014	1,957,859	51,975		
Large		51,739	3,240,351	29,696		
Ex. Large		153,122	910,778	0		
Ex. Large Sev "C"		182	26,123	0		
Jumbo		86,953	611,113	0		
Colossal		22,842	219,856	0		
Sup. Colossal		0	27,272	0		
Grn. Ripe Whole		0	31,710	0		
Total		536,929	7,965,468	91,291		
Conv. Total		1,143,122	7,965,468	53,040		
Prior Year		1,173,588	7,847,877	74,097		
Limited		6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz
Segmented		28,756	0	0	0	6,151
Sliced		1,150,659	109,509	782,743	0	2,067,013
Chopped		11,673	14,525	7,023	478,042	0
Total		1,191,088	124,034	789,766	478,042	2,073,164
Conv.		3,081,748	162,259	544,035	370,483	849,997

Total						
Prior Year		3,395,643	127,496	537,295	362,147	814,369
Broken Pitt		6 No. 10s	24 No. 300s			
Bkn. Pitt		1,197	108,714			
Bkn. Pitt Grn. Ripe		0	0			
Total		1,197	108,714			
Conv. Total		2,548	108,714			
Prior Year		4,565	94,844			
						Converted Total

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