

CALIFORNIA MONTHLY OLIVE REPORT

Released: October 17, 2003

Summary Report - Sales									
Month Ending September 30, 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	1,289,331	1,146,840	12.42	2,337,891	2,154,039	8.54	14,472,952	14,478,570	-0.04
Markets									
Consumer	901,503	788,391	14.35	1,580,541	1,436,891	10.00	10,195,929	9,963,965	2.33
Food Service	387,828	358,449	8.20	757,350	717,149	5.61	4,277,023	4,514,605	-5.26
Styles									
Whole	3,584	4,300	-16.66	7,979	8,165	-2.28	48,331	58,703	-17.67
Pitted	804,969	717,126	12.25	1,419,708	1,297,013	9.46	9,249,473	9,144,971	1.14
Wedged	8,622	5,832	47.83	14,812	13,807	7.28	79,358	82,792	-4.15
Sliced	425,644	371,540	14.56	804,569	748,480	7.49	4,528,049	4,580,829	-1.15
Chopped	37,602	36,848	2.05	73,566	68,752	7.00	458,763	508,333	-9.75
Broken Pitt	8,910	11,193	-20.40	17,258	17,822	-3.17	108,979	102,942	5.86
Key Items									
24/300 Pitt	702,028	606,324	15.78	1,210,818	1,079,479	12.17	8,061,172	7,891,543	2.15
6/10 Pitt	96,654	104,777	-7.75	198,808	205,061	-3.05	1,135,000	1,179,006	-3.73
6/10 Sliced	279,609	243,407	14.87	535,536	488,918	9.53	2,999,149	3,107,968	-3.50
24/300 Whole	2,381	2,857	-16.66	4,572	4,828	-5.30	28,314	38,722	-26.88
6/10 Whole	1,162	1,443	-19.47	3,366	3,325	1.22	19,944	19,923	0.11
6/10 Wedged	8,294	5,832	42.21	14,402	13,807	4.31	76,508	80,389	-4.83
2.25 Sliced	82,647	71,221	16.04	156,229	142,156	9.90	858,901	819,436	4.82
4.5 Chopped	35,030	31,433	11.44	65,214	57,707	13.01	374,079	366,091	2.18

Summary Report - Packout and Inventory									
Month Ending September 30, 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	1,450,837	1,466,576	-1.07	2,786,303	2,632,238	5.85	7,274,457	7,199,330	1.04
Markets									

Consumer	1,005,285	1,133,348	-11.30	1,918,291	2,053,289	-6.57	4,939,051	4,490,461	9.99
Food Service	445,553	333,228	33.71	868,012	578,949	49.93	2,335,406	2,708,869	-13.79
Styles									
Whole	0	2,444	-100.00	4,432	7,989	-44.53	53,761	65,125	-17.45
Pitted	860,702	918,279	-6.27	1,618,879	1,651,498	-1.98	4,743,158	4,774,570	-0.66
Wedged	0	0	0.00	9,820	0	0.00	34,525	33,620	2.69
Sliced	547,287	500,960	9.25	1,062,080	891,372	19.15	2,090,599	2,114,512	-1.13
Chopped	30,270	36,456	-16.97	73,074	64,927	12.55	276,567	144,571	91.30
Broken Pitt	12,578	8,436	49.10	18,017	16,452	9.51	75,846	66,932	13.32
Key Items									
24/300 Pitt	819,201	894,550	-8.42	1,538,916	1,595,747	-3.56	4,056,057	3,828,653	5.94
6/10 Pitt	41,501	16,960	144.70	79,963	45,927	74.11	646,313	898,110	-28.04
6/10 Sliced	401,932	315,628	27.34	775,361	526,817	47.18	1,605,919	1,654,247	-2.92
24/300 Whole	0	2,444	-100.00	1,517	4,559	-66.73	35,180	31,480	11.75
6/10 Whole	0	0	0.00	2,915	3,430	-15.02	18,252	33,347	-45.27
6/10 Wedged	0	0	0.00	7,334	0	0.00	32,419	29,159	11.18
2.25 Sliced	74,905	90,931	-17.62	146,223	236,770	-38.24	241,855	233,550	3.56
4.5 Chopped	25,108	35,196	-28.66	67,912	61,531	10.37	234,854	102,618	128.86
							Approximate Supply in Converted Cases		
							Total Inventory	7,274,457	
							Converted Storage	4,796,266	
							Approximate Supply	12,070,723	

Storage - Month Ending September 30, 2003	
Whole Canning Sizes	
Size	Tons
Small	2,134
Medium	2,918
Large	5,095
Ex. Large	6,538
Ex.Large Sev. "C"	914
Jumbo	2,811
Colossal	4,680
Super Colossal	1,473
Orchard Run	0
Total Canning	26,563

Limited	4,380
Total	30,944
Total Converted (*155)	4,796,266

Packout - Month Ending September 30, 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	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	2,444	0				2,444
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	8,365	370,278	0			378,643	388,087
Large	2,554	78,158	0			80,712	83,595
Ex. Large	0	256,575	0			256,575	256,575
Ex. Large Sev "C"	3,581	0	0			3,581	7,624
Jumbo	4,993	107,579	0			112,572	118,209
Colossal	0	6,611	0			6,611	6,611
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	19,493	819,201	0			838,694	
Conv. Total	41,501	819,201	0				860,702
Prior Year	16,960	894,550	6,770				918,279
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	156,090	247	102,576	0	182,694	441,607	547,287
Chopped	553	0	2,473	32,398	0	35,424	30,270
Total	156,643	247	105,049	32,398	182,694	477,031	
Conv. Total	404,052	289	73,204	25,108	74,905		577,558

Prior Year	316,268	0	95,021	35,196	90,931	0	537,416
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	0	12,578				12,578	12,578
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	0	12,578				12,578	
Conv. Total	0	12,578					12,578
Prior Year	0	8,436					8,436
						Converted Total	1,450,837

Cumulative Packout - Month Ending September 30, 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	4,559	0				7,989
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	22,434	485,399	0			507,833	533,161
Large	2,878	307,032	0			309,910	313,159
Ex. Large	0	383,308	0			383,308	383,308
Ex. Large Sev "C"	4,215	0	0			4,215	8,974
Jumbo	8,032	251,903	0			259,935	269,003
Colossal	0	111,274	0			111,274	111,274
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	37,559	1,538,916	0			1,576,475	
Conv. Total	79,963	1,538,916	0				1,618,879
Prior Year	45,927	1,595,747	9,825				1,651,499

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	301,111	6,568	194,170	0	356,641	858,490	1,062,080	
Chopped	553	0	2,473	87,629	0	90,655	73,074	
Total	304,512	6,568	196,643	87,629	362,705	958,057		
Conv. Total	784,815	7,685	135,854	67,912	148,709		1,144,975	
Prior Year	529,592	4,237	124,168	61,531	236,770		956,298	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	150	17,698				17,848	18,017	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	150	17,698				17,848		
Conv. Total	319	17,698					18,017	
Prior Year	0	16,452					16,452	
Converted Total								2,786,303

Inventory - Month Ending September 30, 2003							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6	1,724	0			1,730	1,737
Medium	472	5,467	0			5,939	6,472
Large	501	11,395	413			12,309	12,702
Ex. Large	308	3,961	154			4,423	4,706
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,687	2,127	0			8,814	16,364
Colossal	599	8,134	0			8,733	9,409
Super Colossal	0	2,197	0			2,197	2,197
Grn. Ripe Whole	0	175	0			175	175
Total	8,573	35,180	567			44,320	
Conv. Total	18,252	35,180	329				53,761
Prior Year	33,347	31,480	298				65,125
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6,995	392,199	4,445			403,639	409,674
Medium	77,028	892,975	45,427			1,015,430	1,083,361
Large	46,770	1,282,863	17,185			1,346,818	1,392,421
Ex. Large	86,524	787,346	1,067			874,937	972,176
Ex. Large Sev "C"	12,757	2,197	0			14,954	29,357
Jumbo	55,224	406,799	2,079			464,102	525,579
Colossal	18,130	268,142	0			286,272	306,741

Sup. Colossal	135	16,702	0			16,837	16,989
Grn. Ripe Whole	13	6,834	0			6,847	6,862
Total	303,576	4,056,057	70,203			4,429,836	
Conv. Total	646,313	4,056,057	40,788				4,743,158
Prior Year	898,110	3,828,653	47,807				4,774,570
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	12,590	0	0	0	5,136	17,726	34,525
Sliced	623,658	60,391	251,707	0	589,890	1,525,646	2,090,599
Chopped	8,088	2,836	3,283	303,038	0	317,245	276,567
Total	644,336	63,227	254,990	303,038	595,026	1,860,617	
Conv. Total	1,669,348	77,322	176,206	234,854	243,961		2,401,691
Prior Year	1,718,326	47,969	187,954	102,618	235,837		2,292,703
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	701	74,354				75,055	75,846
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	701	74,354				75,055	
Conv. Total	1,492	74,354					75,846
Prior Year	59,086	7,846					66,932
Converted Total							7,274,457

Sales - Month Ending September 30, 2003							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	408	0			408	408
Medium	0	140	0			140	140
Large	0	937	0			937	937
Ex. Large	0	139	70			209	180
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	527	434	0			961	1,556
Colossal	19	204	0			223	244
Super Colossal	0	119	0			119	119
Grn. Ripe Whole	0	0	0			0	0
Total	546	2,381	70			2,997	
Conv. Total	1,162	2,381	41				3,584
Prior Year	1,443	2,857	0				4,300
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	1,028	88,774	1,400			91,202	91,776

Medium	19,338	191,292	6,749			217,379	236,384
Large	4,261	267,619	2,671			274,551	278,243
Ex. Large	12,378	65,367	0			77,745	91,720
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,632	72,470	0			79,102	86,590
Colossal	1,762	14,255	0			16,017	18,006
Sup. Colossal	0	1,383	0			1,383	1,383
Grn. Ripe Whole	0	868	0			868	868
Total	45,399	702,028	10,820			758,247	
Conv. Total	96,654	702,028	6,286				804,969
Prior Year	104,777	606,324	6,026				717,126
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	3,221	0	0	0	800	4,021	8,622
Sliced	108,586	9,821	75,874	0	201,578	395,859	425,644
Chopped	452	0	682	45,200	0	46,334	37,602
Total	112,259	9,821	76,556	45,200	202,378	446,214	
Conv. Total	289,636	11,491	52,737	35,030	82,975		471,868
Prior Year	251,973	9,044	50,548	31,433	71,221		414,220
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	176	8,535				8,711	8,910
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	176	8,535				8,711	
Conv. Total	375	8,535					8,910
Prior Year	255	10,938					11,193
Converted Total							1,289,331

Cumulative Sales - Month Ending September 30, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	476	0	476	476
Medium	0	213	0	213	213
Large	0	1,226	0	1,226	1,226
Ex. Large	0	275	70	345	316
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	1,468	817	0	2,285	3,942
Colossal	113	1,190	0	1,303	1,431
Super Colossal	0	375	0	375	375
Grn. Ripe Whole	0	0	0	0	0

Total	1,581	4,572	70			6,223	
Conv. Total	3,366	4,572	41				7,979
Prior Year	3,325	4,828	12				8,165
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	2,025	136,429	1,600			140,054	141,670
Medium	36,827	330,619	10,411			377,857	415,072
Large	8,743	454,791	5,342			468,876	476,509
Ex. Large	28,850	127,216	0			156,066	188,638
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	13,502	124,032	0			137,534	152,778
Colossal	3,434	31,020	0			34,454	38,331
Sup. Colossal	0	4,124	0			4,124	4,124
Grn. Ripe Whole	0	2,587	0			2,587	2,587
Total	93,381	1,210,818	17,353			1,321,552	
Conv. Total	198,808	1,210,818	10,082				1,419,708
Prior Year	205,061	1,079,479	12,473				1,297,013
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	5,593	0	0	0	1,000	6,593	14,812
Sliced	207,975	17,703	134,637	0	381,046	741,361	804,569
Chopped	1,233	136	2,687	84,147	0	88,203	73,566
Total	214,801	17,839	137,324	84,147	382,046	836,157	
Conv. Total	554,665	21,032	95,397	65,214	156,639		892,947
Prior Year	508,430	20,130	102,616	57,707	142,156		831,039
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	240	16,747				16,987	17,258
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	240	16,747				16,987	
Conv. Total	511	16,747					17,258
Prior Year	332	17,490					17,822
						Converted Total	2,337,891

Consecutive Sales - 12 Months Ending September 30, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	15	3,740	0			3,755	3,772
Medium	26	1,043	0			1,069	1,098
Large	55	10,503	0			10,558	10,620

Ex. Large	10	1,638	124			1,772	1,731
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,426	3,919	0			12,345	21,858
Colossal	836	6,175	0			7,011	7,955
Super Colossal	0	1,296	0			1,296	1,296
Grn. Ripe Whole	0	0	0			0	0
Total	9,368	28,314	124			37,806	
Conv. Total	19,944	28,314	72				48,331
Prior Year	19,923	38,722	58				58,703
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	10,088	956,646	9,240			975,974	983,492
Medium	212,222	2,006,117	53,327			2,271,666	2,488,921
Large	51,367	3,249,571	29,173			3,330,111	3,375,881
Ex. Large	149,642	905,334	0			1,054,976	1,223,922
Ex. Large Sev "C"	182	26,123	0			26,305	26,510
Jumbo	87,042	643,340	0			730,382	828,652
Colossal	22,571	217,542	0			240,113	265,596
Sup. Colossal	0	26,344	0			26,344	26,344
Grn. Ripe Whole	0	30,155	0			30,155	30,155
Total	533,114	8,061,172	91,740			8,686,026	
Conv. Total	1,135,000	8,061,172	53,301				9,249,473
Prior Year	1,179,006	7,891,543	74,421				9,144,970
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	29,712	0	0	0	6,951	36,663	79,358
Sliced	1,164,718	111,612	788,615	0	2,094,881	4,159,826	4,528,049
Chopped	11,412	14,519	5,537	482,683	0	514,151	458,763
Total	1,205,842	126,131	794,152	482,683	2,101,832	4,710,640	
Conv. Total	3,119,411	164,706	546,223	374,079	861,751		5,066,170
Prior Year	3,310,949	124,048	549,026	366,091	821,838		5,171,952
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	1,253	106,311				107,564	108,979
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	1,253	106,311				107,564	
Conv. Total	2,668	106,311					108,979
Prior Year	4,726	98,216					102,942
						Converted Total	14,472,952

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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