

CALIFORNIA MONTHLY OLIVE REPORT

Released: December 3, 2003

Summary Report - Sales									
Month Ending October 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	1,447,407	1,464,285	-1.15	3,785,299	3,618,324	4.61	14,456,074	14,412,621	0.30
Markets									
Consumer	1,095,511	1,106,203	-0.97	2,676,053	2,543,093	5.23	10,185,238	9,918,526	2.69
Food Service	351,896	358,083	-1.73	1,109,246	1,075,231	3.16	4,270,836	4,494,095	-4.97
Styles									
Whole	3,658	4,412	-17.09	11,637	12,577	-7.48	47,577	57,593	-17.39
Pitted	990,382	997,261	-0.69	2,410,090	2,294,274	5.05	9,242,593	9,085,334	1.73
Wedged	4,615	7,432	-37.91	19,427	21,240	-8.54	76,540	85,108	-10.07
Sliced	398,376	400,122	-0.44	1,202,945	1,148,602	4.73	4,526,302	4,581,946	-1.21
Chopped	41,117	41,355	-0.58	114,683	110,107	4.16	458,525	495,557	-7.47
Broken Pitt	9,260	13,702	-32.42	26,518	31,524	-15.88	104,536	107,083	-2.38
Key Items									
24/300 Pitt	894,942	895,759	-0.09	2,105,760	1,975,238	6.61	8,060,355	7,837,439	2.84
6/10 Pitt	88,160	96,156	-8.32	286,968	301,217	-4.73	1,127,003	1,177,701	-4.30
6/10 Sliced	253,583	251,642	0.77	789,119	740,560	6.56	3,001,090	3,101,688	-3.24
24/300 Whole	2,698	2,415	11.72	7,270	7,243	0.37	28,597	37,590	-23.92
6/10 Whole	960	1,997	-51.92	4,326	5,323	-18.72	18,908	19,968	-5.31
6/10 Wedged	4,123	7,104	-41.97	18,525	20,912	-11.41	73,527	82,542	-10.92
2.25 Sliced	90,298	88,665	1.84	246,527	230,821	6.80	860,534	828,216	3.90
4.5 Chopped	35,626	39,324	-9.40	100,840	97,031	3.93	370,381	367,684	0.73

Summary Report - Packout and Inventory									
Month Ending October 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	1,569,959	1,887,644	-16.83	4,356,262	4,519,881	-3.62	7,331,772	7,512,888	-2.41
Markets									
Consumer	1,122,191	1,579,596	-28.96	3,040,483	3,632,885	-16.31	4,925,735	4,894,743	0.63

Food Service	447,768	308,048	45.36	1,315,780	886,997	48.34	2,406,037	2,618,144	-8.10
Styles									
Whole	0	4,946	-100.00	4,432	12,935	-65.74	49,948	65,619	-23.88
Pitted	929,105	1,360,754	-31.72	2,547,984	3,012,252	-15.41	4,636,649	5,069,964	-8.55
Wedged	32,875	286	11,401.80	42,695	286	14,837.41	62,461	28,026	122.87
Sliced	544,206	473,067	15.04	1,606,286	1,364,439	17.73	2,217,289	2,157,599	2.77
Chopped	42,048	48,591	-13.47	115,122	113,518	1.41	278,982	147,275	89.43
Broken Pitt	21,726	0	0.00	39,743	16,452	141.57	86,441	44,405	94.67
Key Items									
24/300 Pitt	878,947	1,308,361	-32.82	2,417,863	2,904,108	-16.74	4,015,456	4,176,209	-3.85
6/10 Pitt	45,805	50,191	-8.74	125,769	96,118	30.85	583,401	851,589	-31.49
6/10 Sliced	369,088	253,733	45.46	1,144,448	780,549	46.62	1,713,124	1,631,940	4.97
24/300 Whole	0	4,946	-100.00	1,517	9,505	-84.04	32,932	33,803	-2.58
6/10 Whole	0	0	0.00	2,915	3,430	-15.02	16,687	31,518	-47.05
6/10 Wedged	32,875	286	11,401.80	40,209	286	13,967.57	60,930	23,893	155.01
2.25 Sliced	122,173	186,631	-34.54	268,396	423,401	-36.61	269,682	328,500	-17.91
4.5 Chopped	42,048	44,753	-6.05	109,960	106,284	3.46	240,137	104,455	129.90
							Approximate Supply in Converted Cases		
							Total Inventory	7,331,772	
							Converted Storage	15,573,013	
							Approximate Supply	22,904,785	

Storage - Month Ending October 31, 2003	
Whole Canning Sizes	
Size	Tons
Small	12,178
Medium	18,634
Large	24,600
Ex. Large	19,997
Ex.Large Sev. "C"	1,354
Jumbo	4,642
Colossal	6,880
Super Colossal	2,628
Orchard Run	0
Total Canning	90,915
Limited	9,556

Total	100,471
Total Converted (*155)	15,573,013

Packout - Month Ending October 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	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	4,946	0				4,946
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	11,206	0			11,206	11,206
Medium	11,833	234,885	0			246,718	260,077
Large	0	325,334	7,492			332,826	329,687
Ex. Large	0	169,961	0			169,961	169,961
Ex. Large Sev "C"	9,682	0	0			9,682	20,613
Jumbo	0	25,833	0			25,833	25,833
Colossal	0	32,813	0			32,813	32,813
Sup. Colossal	0	10,685	0			10,685	10,685
Grn. Ripe Whole	0	68,230	0			68,230	68,230
Total	21,515	878,947	7,492			907,954	
Conv. Total	45,805	878,947	4,353				929,105
Prior Year	50,191	1,308,361	2,201				1,360,754
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	12,767	0	0	0	0	12,767	32,875
Sliced	143,335	12,218	56,505	0	297,984	510,042	544,206
Chopped	0	0	0	54,255	0	54,255	42,048
Total	156,102	12,218	56,505	54,255	297,984	577,064	
Conv. Total	401,963	14,295	38,649	42,048	122,173		619,128
Prior Year	257,856	8,595	24,109	44,753	186,631	0	521,944

Broken Pitt	6 No. 10s	24 No. 300s	Total	Conv. Total
Bkn. Pitt	0	21,726	21,726	21,726
Bkn. Pitt Grn. Ripe	0	0	0	0
Total	0	21,726	21,726	
Conv. Total	0	21,726		21,726
Prior Year	0	0		0
			Converted Total	1,569,959

Cumulative Packout - Month Ending October 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	9,505	0				12,935
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	11,206	0			11,206	11,206
Medium	34,267	720,284	0			754,551	793,238
Large	2,878	632,366	7,492			642,736	642,846
Ex. Large	0	553,269	0			553,269	553,269
Ex. Large Sev "C"	13,897	0	0			13,897	29,587
Jumbo	8,032	277,736	0			285,768	294,836
Colossal	0	144,087	0			144,087	144,087
Sup. Colossal	0	10,685	0			10,685	10,685
Grn. Ripe Whole	0	68,230	0			68,230	68,230
Total	59,074	2,417,863	7,492			2,484,429	
Conv. Total	125,769	2,417,863	4,353				2,547,984
Prior Year	96,118	2,904,108	12,026				3,012,252
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total

Segmented	15,615	0	0	0	6,064	21,679	42,695	
Sliced	444,446	18,786	250,675	0	654,625	1,368,532	1,606,286	
Chopped	553	0	2,473	141,884	0	144,910	115,122	
Total	460,614	18,786	253,148	141,884	660,689	1,535,121		
Conv. Total	1,186,777	21,980	174,503	109,960	270,882		1,764,103	
Prior Year	787,449	12,831	148,277	106,284	423,401		1,478,242	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	150	39,424				39,574	39,743	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	150	39,424				39,574		
Conv. Total	319	39,424					39,743	
Prior Year	0	16,452					16,452	
Converted Total								4,356,262

Inventory - Month Ending October 31, 2003							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6	1,996	0			2,002	2,009
Medium	464	4,987	0			5,451	5,975
Large	501	10,488	413			11,402	11,795
Ex. Large	308	3,942	153			4,403	4,687
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,008	2,000	0			8,008	14,791
Colossal	551	7,216	0			7,767	8,389
Super Colossal	0	2,128	0			2,128	2,128
Grn. Ripe Whole	0	175	0			175	175
Total	7,838	32,932	566			41,336	
Conv. Total	16,687	32,932	329				49,948
Prior Year	31,518	33,803	298				65,619
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	5,866	368,421	2,944			377,231	382,620
Medium	72,741	919,070	39,736			1,031,547	1,097,022
Large	41,379	1,190,090	19,722			1,251,191	1,289,644
Ex. Large	76,634	811,582	565			888,781	975,064
Ex. Large Sev "C"	12,757	2,197	0			14,954	29,357
Jumbo	49,731	360,319	2,079			412,129	467,404
Colossal	14,770	276,500	0			291,270	307,945
Sup. Colossal	135	24,035	0			24,170	24,322

Grn. Ripe Whole	13	63,242	0			63,255	63,270
Total	274,026	4,015,456	65,046			4,354,528	
Conv. Total	583,401	4,015,456	37,792				4,636,649
Prior Year	851,589	4,176,209	42,165				5,069,964
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	23,662	0	0	0	3,736	27,398	62,461
Sliced	665,291	57,421	244,592	0	657,760	1,625,064	2,217,289
Chopped	7,934	2,036	2,961	309,854	0	322,785	278,982
Total	696,887	59,457	247,553	309,854	661,496	1,975,247	
Conv. Total	1,804,473	71,967	170,943	240,137	271,213		2,558,733
Prior Year	1,691,670	46,363	159,954	104,455	330,459		2,332,900
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	693	84,966				85,659	86,441
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	693	84,966				85,659	
Conv. Total	1,475	84,966					86,441
Prior Year	43,368	1,037					44,405
						Converted Total	7,331,772

Sales - Month Ending October 31, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	0	204	0		204	204
Medium	8	0	0		8	17
Large	0	1,380	0		1,380	1,380
Ex. Large	0	19	0		19	19
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	396	332	0		728	1,175
Colossal	47	694	0		741	794
Super Colossal	0	69	0		69	69
Grn. Ripe Whole	0	0	0		0	0
Total	451	2,698	0		3,149	
Conv. Total	960	2,698	0			3,658
Prior Year	1,997	2,415	0			4,412
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	1,104	95,429	1,500		98,033	98,651
Medium	17,342	232,296	6,853		256,491	273,199

Large	3,799	374,691	4,177			382,667	385,206
Ex. Large	10,112	88,233	0			98,345	109,761
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	7,282	71,926	0			79,208	87,429
Colossal	1,770	21,700	0			23,470	25,468
Sup. Colossal	0	4,363	0			4,363	4,363
Grn. Ripe Whole	0	6,304	0			6,304	6,304
Total	41,409	894,942	12,530			948,881	
Conv. Total	88,160	894,942	7,280				990,382
Prior Year	96,156	895,759	5,346				997,261
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	1,601	0	0	0	1,200	2,801	4,615
Sliced	98,479	9,078	64,142	0	220,239	391,938	398,376
Chopped	1,318	0	356	45,969	0	47,643	41,117
Total	101,398	9,078	64,498	45,969	221,439	442,382	
Conv. Total	262,759	10,621	44,311	35,626	90,790		444,107
Prior Year	259,793	10,110	50,690	39,324	88,993		448,910
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	8	9,243				9,251	9,260
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	8	9,243				9,251	
Conv. Total	17	9,243					9,260
Prior Year	136	13,566					13,702
Converted Total							1,447,407

Cumulative Sales - Month Ending October 31, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	680	0	680	680
Medium	8	213	0	221	230
Large	0	2,606	0	2,606	2,606
Ex. Large	0	294	70	364	335
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	1,864	1,149	0	3,013	5,117
Colossal	160	1,884	0	2,044	2,225
Super Colossal	0	444	0	444	444
Grn. Ripe Whole	0	0	0	0	0
Total	2,032	7,270	70	9,372	

Conv. Total	4,326	7,270	41				11,637
Prior Year	5,323	7,243	12				12,578
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,129	231,858	3,100			238,087	240,321
Medium	54,169	562,915	17,264			634,348	688,271
Large	12,542	829,482	9,519			851,543	861,714
Ex. Large	38,962	215,449	0			254,411	298,399
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	20,784	195,958	0			216,742	240,207
Colossal	5,204	52,720	0			57,924	63,799
Sup. Colossal	0	8,487	0			8,487	8,487
Grn. Ripe Whole	0	8,891	0			8,891	8,891
Total	134,790	2,105,760	29,883			2,270,433	
Conv. Total	286,968	2,105,760	17,362				2,410,090
Prior Year	301,217	1,975,238	17,819				2,294,274
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	7,194	0	0	0	2,200	9,394	19,427
Sliced	306,454	26,781	198,779	0	601,285	1,133,299	1,202,945
Chopped	2,551	136	3,043	130,116	0	135,846	114,683
Total	316,199	26,917	201,822	130,116	603,485	1,278,539	
Conv. Total	817,424	31,653	139,708	100,840	247,429		1,337,054
Prior Year	768,223	30,240	153,306	97,031	231,149		1,279,949
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	248	25,990				26,238	26,518
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	248	25,990				26,238	
Conv. Total	528	25,990					26,518
Prior Year	468	31,056					31,524
						Converted Total	3,785,299

Consecutive Sales - 12 Months Ending October 31, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	15	3,740	0			3,755	3,772
Medium	32	963	0			995	1,031
Large	55	10,692	0			10,747	10,809
Ex. Large	10	1,346	124			1,480	1,439

Ex. Large Sev "C"	0	0	0			0	0	
Jumbo	7,943	4,115	0			12,058	21,026	
Colossal	826	6,410	0			7,236	8,169	
Super Colossal	0	1,331	0			1,331	1,331	
Grn. Ripe Whole	0	0	0			0	0	
Total	8,881	28,597	124			37,602		
Conv. Total	18,908	28,597	72				47,577	
Prior Year	19,968	37,590	35				57,593	
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total	
Small	10,400	955,417	8,260			974,077	982,358	
Medium	210,355	2,005,401	56,060			2,271,816	2,485,818	
Large	50,538	3,244,886	30,749			3,326,173	3,370,347	
Ex. Large	149,795	919,078	0			1,068,873	1,237,992	
Ex. Large Sev "C"	182	26,123	0			26,305	26,510	
Jumbo	85,864	638,245	0			724,109	821,049	
Colossal	22,224	213,251	0			235,475	260,566	
Sup. Colossal	0	25,498	0			25,498	25,498	
Grn. Ripe Whole	0	32,456	0			32,456	32,456	
Total	529,358	8,060,355	95,069			8,684,782		
Conv. Total	1,127,003	8,060,355	55,235				9,242,593	
Prior Year	1,177,701	7,837,439	70,194				9,085,334	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	28,554	0	0	0	7,351	35,905	76,540	
Sliced	1,165,472	112,049	780,088	0	2,098,864	4,156,473	4,526,302	
Chopped	12,457	14,519	5,093	477,911	0	509,980	458,525	
Total	1,206,483	126,568	785,181	477,911	2,106,215	4,702,358		
Conv. Total	3,122,377	165,217	539,845	370,381	863,548		5,061,368	
Prior Year	3,291,819	122,009	550,317	367,684	830,783		5,162,612	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	1,197	101,988				103,185	104,536	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	1,197	101,988				103,185		
Conv. Total	2,548	101,988					104,536	
Prior Year	4,607	102,476					107,083	
Converted Total								14,456,074

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