

CALIFORNIA MONTHLY OLIVE REPORT

Released: February 6, 2004

Summary Report - Sales									
Month Ending December 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	1,560,197	1,372,502	13.68	6,901,304	6,609,053	4.42	14,581,351	14,297,289	1.99
Markets									
Consumer	1,086,504	1,016,156	6.92	4,954,901	4,849,659	2.17	10,157,520	9,892,399	2.68
Food Service	473,693	356,346	32.93	1,946,403	1,759,394	10.63	4,423,831	4,404,890	0.43
Styles									
Whole	7,893	5,455	44.70	23,776	24,406	-2.58	47,887	59,318	-19.27
Pitted	1,045,254	980,809	6.57	4,601,453	4,486,428	2.56	9,241,802	9,082,182	1.76
Wedged	8,786	5,129	71.30	36,630	33,140	10.53	81,844	82,412	-0.69
Sliced	450,185	335,848	34.04	2,010,110	1,831,963	9.72	4,650,106	4,487,416	3.63
Chopped	33,628	39,293	-14.42	180,591	187,269	-3.57	447,271	486,199	-8.01
Broken Pitt	14,452	5,968	142.14	48,745	45,847	6.32	112,441	99,762	12.71
Key Items									
24/300 Pitt	911,903	861,227	5.88	4,056,093	3,952,029	2.63	8,033,897	7,829,520	2.61
6/10 Pitt	126,778	114,016	11.19	517,060	505,242	2.34	1,153,071	1,186,215	-2.79
6/10 Sliced	333,398	231,567	43.97	1,371,852	1,198,086	14.50	3,126,297	3,015,392	3.68
24/300 Whole	4,753	3,509	35.45	14,926	15,421	-3.21	28,075	38,510	-27.10
6/10 Whole	3,140	1,946	61.38	8,810	8,974	-1.83	19,740	20,773	-4.97
6/10 Wedged	8,786	5,047	74.08	35,646	32,484	9.73	79,076	79,846	-0.96
2.25 Sliced	61,501	53,605	14.73	373,549	351,336	6.32	867,042	822,129	5.46
4.5 Chopped	32,039	33,523	-4.42	162,497	164,393	-1.15	364,676	367,092	-0.66

Summary Report - Packout and Inventory									
Month Ending December 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	835,543	618,194	35.16	6,658,872	6,608,553	0.76	6,625,300	6,665,702	-0.61
Markets									
Consumer	614,555	398,507	54.21	4,788,708	5,191,050	-7.75	4,454,590	4,176,838	6.65

Food Service	220,988	219,687	0.59	1,870,164	1,417,503	31.93	2,170,710	2,488,864	-12.78
Styles									
Whole	0	0	0.00	5,958	19,668	-69.71	38,635	59,747	-35.34
Pitted	553,105	378,380	46.18	4,093,753	4,347,823	-5.84	4,067,889	4,239,483	-4.05
Wedged	4,058	4,553	-10.86	46,753	42,056	11.17	45,335	56,365	-19.57
Sliced	255,736	210,694	21.38	2,299,778	1,995,404	15.25	2,111,449	2,115,943	-0.21
Chopped	20,344	22,249	-8.56	164,731	174,243	-5.46	266,425	132,351	101.30
Broken Pitt	2,300	2,318	-0.77	47,898	29,360	63.14	95,567	61,814	54.60
Key Items									
24/300 Pitt	518,157	334,904	54.72	3,869,932	4,111,109	-5.87	3,546,997	3,432,148	3.35
6/10 Pitt	34,948	41,726	-16.25	215,206	208,640	3.15	490,111	760,291	-35.54
6/10 Sliced	179,758	172,569	4.17	1,599,997	1,157,375	38.24	1,590,778	1,558,627	2.06
24/300 Whole	0	0	0.00	2,407	16,238	-85.18	26,141	32,204	-18.83
6/10 Whole	0	0	0.00	3,551	3,430	3.54	12,165	27,245	-55.35
6/10 Wedged	4,058	4,553	-10.86	44,267	40,605	9.02	43,803	52,396	-16.40
2.25 Sliced	45,525	26,463	72.03	386,210	516,789	-25.27	267,495	304,544	-12.17
4.5 Chopped	18,220	21,409	-14.90	152,017	166,169	-8.52	216,877	93,660	131.56
							Approximate Supply in Converted Cases		
							Total Inventory	6,625,300	
							Converted Storage	15,120,061	
							Approximate Supply	21,745,361	

Storage - Month Ending December 31, 2003	
Whole Canning Sizes	
Size	Tons
Small	7,452
Medium	18,543
Large	22,111
Ex. Large	21,620
Ex.Large Sev. "C"	1,282
Jumbo	4,637
Colossal	6,675
Super Colossal	2,177
Orchard Run	0
Total Canning	84,497
Limited	13,052
Total	97,549

Total Converted (*155)	15,120,061
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Packout - Month Ending December 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	0	0				0
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	5,691	0			5,691	5,691
Medium	16,086	157,723	0			173,809	191,970
Large	0	188,103	0			188,103	188,103
Ex. Large	0	158,818	0			158,818	158,818
Ex. Large Sev "C"	0	1,452	0			1,452	1,452
Jumbo	329	6,370	0			6,699	7,070
Colossal	0	0	0			0	0
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	16,415	518,157	0			534,572	
Conv. Total	34,948	518,157	0				553,105
Prior Year	41,726	334,904	1,750				378,380
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	1,576	0	0	0	0	1,576	4,058
Sliced	69,809	10,979	25,742	0	111,036	217,566	255,736
Chopped	554	0	0	23,510	0	24,064	20,344
Total	71,939	10,979	25,742	23,510	111,036	243,206	
Conv. Total	185,940	12,845	17,608	18,220	45,525		280,138
Prior Year	177,961	0	11,662	21,409	26,463	0	237,496
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total

Bkn. Pitt	47	2,200	2,247	2,300
Bkn. Pitt Grn. Ripe	0	0	0	0
Total	47	2,200	2,247	
Conv. Total	100	2,200		2,300
Prior Year	0	2,318		2,318
			Converted Total	835,543

Cumulative Packout - Month Ending December 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	890	0			2,259	3,805
Colossal	299	0	0			299	637
Super Colossal	0	1,517	0			1,517	1,517
Grn. Ripe Whole	0	0	0			0	0
Total	1,668	2,407	0			4,075	
Conv. Total	3,551	2,407	0				5,958
Prior Year	3,430	16,238	0				19,668
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	31,291	0			31,291	31,291
Medium	63,888	1,354,997	7,337			1,426,222	1,495,277
Large	7,408	1,113,554	7,492			1,128,454	1,133,678
Ex. Large	0	810,134	0			810,134	810,134
Ex. Large Sev "C"	13,897	1,452	0			15,349	31,039
Jumbo	13,782	289,641	0			303,423	318,983
Colossal	2,108	189,948	0			192,056	194,436
Sup. Colossal	0	10,685	0			10,685	10,685
Grn. Ripe Whole	0	68,230	0			68,230	68,230
Total	101,083	3,869,932	14,829			3,985,844	
Conv. Total	215,206	3,869,932	8,616				4,093,753
Prior Year	208,640	4,111,109	28,075				4,347,824
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	17,191	0	0	0	6,064	23,255	46,753
Sliced	621,358	31,743	404,140	0	941,975	1,999,216	2,299,778

Conv. Total	490,111	3,546,997	30,781				4,067,889
Prior Year	760,291	3,432,148	47,044				4,239,483
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	17,011	0	0	0	3,735	20,746	45,335
Sliced	617,778	55,709	274,847	0	652,428	1,600,762	2,111,449
Chopped	8,346	4,972	4,769	279,841	0	297,928	266,425
Total	643,135	60,681	279,616	279,841	656,163	1,919,436	
Conv. Total	1,666,580	76,864	193,861	216,877	269,027		2,423,209
Prior Year	1,642,393	55,981	206,286	93,660	306,339		2,304,658
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	871	93,713				94,584	95,567
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	871	93,713				94,584	
Conv. Total	1,854	93,713					95,567
Prior Year	58,935	2,879					61,814
						Converted Total	6,625,300

Sales - Month Ending December 31, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	544	0	544	544
Medium	54	10	0	64	125
Large	0	2,659	0	2,659	2,659
Ex. Large	0	255	0	255	255
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	1,361	408	0	1,769	3,306
Colossal	60	809	0	869	937
Super Colossal	0	68	0	68	68
Grn. Ripe Whole	0	0	0	0	0
Total	1,475	4,753	0	6,228	
Conv. Total	3,140	4,753	0		7,893
Prior Year	1,946	3,509	0		5,455
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	1,115	101,630	2,080	104,825	105,212
Medium	25,498	224,064	6,090	255,652	281,888
Large	5,695	368,956	3,144	377,795	382,907
Ex. Large	16,285	108,240	0	124,525	142,911

Ex. Large Sev "C"	0	850	0			850	850	
Jumbo	8,668	75,227	0			83,895	93,681	
Colossal	2,287	28,344	0			30,631	33,213	
Sup. Colossal	0	739	0			739	739	
Grn. Ripe Whole	0	3,853	0			3,853	3,853	
Total	59,548	911,903	11,314			982,765		
Conv. Total	126,778	911,903	6,573				1,045,254	
Prior Year	114,016	861,227	5,566				980,809	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	3,412	0	0	0	0	3,412	8,786	
Sliced	129,475	8,779	65,810	0	150,003	354,067	450,185	
Chopped	395	0	60	41,341	0	41,796	33,628	
Total	133,282	8,779	65,870	41,341	150,003	399,275		
Conv. Total	343,698	10,271	45,088	32,039	61,501		492,598	
Prior Year	239,950	7,958	45,152	33,523	53,687		380,269	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	36	14,375				14,411	14,452	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	36	14,375				14,411		
Conv. Total	77	14,375					14,452	
Prior Year	434	5,534					5,968	
Converted Total								1,560,197

Cumulative Sales - Month Ending December 31, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	0	1,632	0		1,632	1,632
Medium	62	224	0		286	356
Large	0	6,039	0		6,039	6,039
Ex. Large	0	753	70		823	794
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	3,758	2,178	0		5,936	10,179
Colossal	318	3,485	0		3,803	4,162
Super Colossal	0	615	0		615	615
Grn. Ripe Whole	0	0	0		0	0
Total	4,138	14,926	70		19,134	
Conv. Total	8,810	14,926	41			23,776
Prior Year	8,974	15,421	12			24,407

Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	5,426	456,043	5,840			467,309	470,988
Medium	100,031	1,053,443	27,784			1,181,258	1,282,552
Large	22,384	1,618,293	15,086			1,655,763	1,674,714
Ex. Large	65,899	438,437	0			504,336	578,736
Ex. Large Sev "C"	0	850	0			850	850
Jumbo	39,455	350,287	0			389,742	434,287
Colossal	9,670	109,436	0			119,106	130,023
Sup. Colossal	0	10,514	0			10,514	10,514
Grn. Ripe Whole	0	18,790	0			18,790	18,790
Total	242,865	4,056,093	48,710			4,347,668	
Conv. Total	517,060	4,056,093	28,301				4,601,453
Prior Year	505,242	3,952,029	29,157				4,486,428
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	13,843	0	0	0	2,400	16,243	36,630
Sliced	532,758	41,562	315,908	0	911,096	1,801,324	2,010,110
Chopped	3,238	136	4,357	209,674	0	217,405	180,591
Total	549,839	41,698	320,265	209,674	913,496	2,034,972	
Conv. Total	1,419,912	48,947	221,440	162,497	374,533		2,227,330
Prior Year	1,244,276	50,534	241,177	164,393	351,992		2,052,372
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	292	48,123				48,415	48,745
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	292	48,123				48,415	
Conv. Total	622	48,123					48,745
Prior Year	903	44,944					45,847
Converted Total							6,901,304

Consecutive Sales - 12 Months Ending December 31, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	3,536	0			3,536	3,536
Medium	62	600	0			662	732
Large	0	11,238	0			11,238	11,238
Ex. Large	10	937	124			1,071	1,030
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,490	4,295	0			12,785	22,370

Colossal	710	6,277	0			6,987	7,789	
Super Colossal	0	1,192	0			1,192	1,192	
Grn. Ripe Whole	0	0	0			0	0	
Total	9,272	28,075	124			37,471		
Conv. Total	19,740	28,075	72				47,887	
Prior Year	20,773	38,510	35				59,318	
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total	
Small	11,253	943,116	10,100			964,469	972,942	
Medium	218,550	2,018,642	54,323			2,291,515	2,515,497	
Large	50,662	3,194,400	29,957			3,275,019	3,319,664	
Ex. Large	148,119	922,893	0			1,071,012	1,238,238	
Ex. Large Sev "C"	182	26,973	0			27,155	27,360	
Jumbo	90,327	652,773	0			743,100	845,079	
Colossal	22,509	216,889	0			239,398	264,811	
Sup. Colossal	0	23,224	0			23,224	23,224	
Grn. Ripe Whole	0	34,987	0			34,987	34,987	
Total	541,602	8,033,897	94,380			8,669,879		
Conv. Total	1,153,071	8,033,897	54,835				9,241,802	
Prior Year	1,186,215	7,829,520	66,447				9,082,182	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	30,709	0	0	0	6,751	37,460	81,844	
Sliced	1,214,096	110,581	771,034	0	2,114,737	4,210,448	4,650,106	
Chopped	11,330	13,973	5,137	470,550	0	500,990	447,271	
Total	1,256,135	124,554	776,171	470,550	2,121,488	4,748,898		
Conv. Total	3,248,812	162,216	533,706	364,676	869,810		5,179,221	
Prior Year	3,193,108	124,264	546,868	367,092	824,695		5,056,027	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	1,037	110,233				111,270	112,441	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	1,037	110,233				111,270		
Conv. Total	2,208	110,233					112,441	
Prior Year	4,795	94,967					99,762	
Converted Total								14,581,351

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