

CALIFORNIA MONTHLY OLIVE REPORT

Released: June 17, 2004

Summary Report - Sales									
Month Ending May 31, 2004									
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	1,191,752	1,143,449	4.22	12,288,619	11,626,833	5.69	14,950,886	14,278,579	4.71
Markets									
Consumer	831,527	804,799	3.32	8,510,144	8,225,798	3.46	10,336,624	10,028,830	3.07
Food Service	360,225	338,650	6.37	3,778,475	3,401,035	11.10	4,614,261	4,249,748	8.58
Styles									
Whole	2,802	4,685	-40.20	38,290	42,067	-8.98	44,740	55,542	-19.45
Pitted	754,497	729,307	3.45	7,746,615	7,469,068	3.72	9,404,325	9,145,520	2.83
Wedged	7,924	7,312	8.38	72,724	65,445	11.12	85,633	78,341	9.31
Sliced	387,723	362,775	6.88	3,999,784	3,582,009	11.66	4,889,735	4,417,504	10.69
Chopped	34,845	30,861	12.91	347,267	382,133	-9.12	419,084	476,698	-12.09
Broken Pitt	3,961	8,510	-53.45	83,937	86,110	-2.52	107,369	104,974	2.28
Key Items									
24/300 Pitt	657,511	627,400	4.80	6,750,632	6,483,463	4.12	8,197,002	7,923,325	3.45
6/10 Pitt	92,507	98,241	-5.84	949,598	939,027	1.13	1,151,823	1,165,406	-1.17
6/10 Sliced	253,795	230,035	10.33	2,705,321	2,345,547	15.34	3,312,305	2,923,253	13.31
24/300 Whole	1,254	3,050	-58.89	22,412	25,767	-13.02	25,215	35,999	-29.96
6/10 Whole	1,548	1,635	-5.34	15,838	16,257	-2.58	19,485	19,500	-0.08
6/10 Wedged	7,596	7,066	7.51	70,346	63,641	10.54	82,619	75,963	8.76
2.25 Sliced	77,295	73,199	5.60	755,956	686,021	10.19	914,764	824,347	10.97
4.5 Chopped	28,693	28,989	-1.02	302,727	304,418	-0.56	364,881	369,212	-1.17

Summary Report - Packout and Inventory									
Month Ending May 31, 2004									
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	1,316,622	1,352,927	-2.68	13,005,211	12,899,260	0.82	7,426,752	7,342,238	1.15
Markets									

Consumer	917,450	840,407	9.17	9,227,209	8,866,956	4.06	5,211,098	4,932,220	5.65
Food Service	399,173	512,520	-22.12	3,778,002	4,032,305	-6.31	2,215,654	2,410,019	-8.06
Styles									
Whole	15,904	10,782	47.50	35,261	42,517	-17.07	51,689	63,061	-18.03
Pitted	835,104	866,997	-3.68	7,982,495	8,622,752	-7.43	4,673,139	4,944,604	-5.49
Wedged	24,049	21,849	10.07	113,032	95,662	18.16	56,543	56,112	0.77
Sliced	407,322	361,268	12.75	4,444,956	3,639,218	22.14	2,247,844	1,987,555	13.10
Chopped	34,244	65,833	-47.98	331,601	418,887	-20.84	291,314	228,044	27.74
Broken Pitt	0	26,198	-100.00	97,866	80,224	21.99	106,223	62,863	68.98
Key Items									
24/300 Pitt	744,931	579,386	28.57	7,350,003	6,800,188	8.09	4,225,824	3,975,944	6.28
6/10 Pitt	84,202	276,864	-69.59	604,544	1,774,162	-65.93	415,353	919,585	-54.83
6/10 Sliced	274,302	212,458	29.11	3,024,489	2,141,002	41.27	1,665,829	1,381,263	20.60
24/300 Whole	0	10,679	-100.00	8,870	34,890	-74.58	25,175	39,813	-36.77
6/10 Whole	15,904	0	0.00	26,391	7,524	250.76	26,185	22,878	14.45
6/10 Wedged	22,706	21,849	3.92	109,203	93,802	16.42	55,069	53,295	3.33
2.25 Sliced	56,986	103,913	-45.16	759,395	897,344	-15.37	253,932	344,735	-26.34
4.5 Chopped	32,185	65,833	-51.11	312,656	403,801	-22.57	234,540	185,836	26.21
							Approximate Supply in Converted Cases		
							Total Inventory	7,426,752	
							Converted Storage	8,567,634	
							Approximate Supply	15,994,387	

Storage - Month Ending May 31, 2004	
Whole Canning Sizes	
Size	Tons
Small	1,824
Medium	11,945
Large	15,331
Ex. Large	12,430
Ex.Large Sev. "C"	960
Jumbo	2,580
Colossal	3,088
Super Colossal	1,792
Orchard Run	0

Total Canning	49,948
Limited	5,327
Total	55,275
Total Converted (*155)	8,567,634

Packout - Month Ending May 31, 2004							
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	2,796	0	0			2,796	5,953
Colossal	4,674	0	0			4,674	9,951
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	7,470	0	0			7,470	
Conv. Total	15,904	0	0				15,904
Prior Year	0	10,679	103				10,782
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	75,291	4,307			79,598	77,793
Medium	32,424	236,725	5,971			275,120	309,225
Large	5,678	244,772	0			250,450	256,860
Ex. Large	1,448	113,258	0			114,706	116,341
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	44,771	0			44,771	44,771
Colossal	0	30,114	0			30,114	30,114
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	39,550	744,931	10,278			794,759	
Conv. Total	84,202	744,931	5,972				835,104
Prior Year	276,864	579,386	10,747				866,997
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	8,818	0	0	0	3,274	12,092	24,049
Sliced	106,525	10,136	93,822	0	138,991	349,474	407,322
Chopped	537	0	0	41,529	0	42,066	34,244
Total	115,880	10,136	93,822	41,529	142,265	403,632	

Conv. Total	299,067	11,859	64,174	32,185	58,329		465,614	
Prior Year	234,307	9,954	34,943	65,833	103,913	0	448,950	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	0	0				0	0	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	0	0				0		
Conv. Total	0	0					0	
Prior Year	1,350	24,848					26,198	
Converted Total								1,316,622

Cumulative Packout - Month Ending May 31, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	1,286	0			1,286	1,286
Large	0	0	0			0	0
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,033	4,643	0			10,676	17,487
Colossal	6,363	1,424	0			7,787	14,971
Super Colossal	0	1,517	0			1,517	1,517
Grn. Ripe Whole	0	0	0			0	0
Total	12,396	8,870	0			21,266	
Conv. Total	26,391	8,870	0				35,261
Prior Year	7,524	34,890	103				42,517
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	1,549	161,205	4,307			167,061	167,005
Medium	152,847	2,132,584	24,469			2,309,900	2,472,212
Large	28,133	2,023,978	19,327			2,071,438	2,095,102
Ex. Large	32,601	2,027,506	0			2,060,107	2,096,914
Ex. Large Sev "C"	27,331	1,452	0			28,783	59,640
Jumbo	34,788	401,275	0			436,063	475,339
Colossal	6,708	483,992	0			490,700	498,273
Sup. Colossal	0	49,781	0			49,781	49,781
Grn. Ripe Whole	0	68,230	0			68,230	68,230
Total	283,957	7,350,003	48,103			7,682,063	
Conv. Total	604,544	7,350,003	27,948				7,982,495
Prior Year	1,774,162	6,800,188	48,402				8,622,752

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	42,409	0	0	0	9,338	51,747	113,032	
Sliced	1,174,559	89,974	812,575	0	1,852,184	3,929,292	4,444,956	
Chopped	3,281	0	5,175	403,427	0	411,883	331,601	
Total	1,220,249	89,974	817,750	403,427	1,861,522	4,392,922		
Conv. Total	3,146,272	105,270	562,167	312,656	763,224		4,889,588	
Prior Year	2,249,270	149,446	453,907	403,801	897,344		4,153,768	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	373	97,072				97,445	97,866	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	373	97,072				97,445		
Conv. Total	794	97,072					97,866	
Prior Year	1,350	78,874					80,224	
Converted Total								13,005,211

Inventory - Month Ending May 31, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6	1,545	0			1,551	1,558
Medium	101	4,317	0			4,418	4,532
Large	8	5,402	413			5,823	5,659
Ex. Large	305	2,501	154			2,960	3,240
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,059	4,354	0			10,413	17,254
Colossal	5,820	5,221	0			11,041	17,612
Super Colossal	0	1,471	0			1,471	1,471
Grn. Ripe Whole	0	364	0			364	364
Total	12,299	25,175	567			38,041	
Conv. Total	26,185	25,175	329				51,689
Prior Year	22,878	39,813	370				63,061
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	4,381	393,578	6,409			404,368	406,629
Medium	77,098	912,800	31,630			1,021,528	1,095,319
Large	17,585	1,293,406	14,315			1,325,306	1,339,161
Ex. Large	43,463	940,028	579			984,070	1,032,897
Ex. Large Sev "C"	19,821	934	0			20,755	43,133
Jumbo	25,746	290,354	2,079			318,179	346,375

Colossal	6,945	330,068	0			337,013	344,854	
Sup. Colossal	41	25,342	0			25,383	25,429	
Grn. Ripe Whole	13	39,314	0			39,327	39,342	
Total	195,093	4,225,824	55,012			4,475,929		
Conv. Total	415,353	4,225,824	31,962				4,673,139	
Prior Year	919,585	3,975,944	49,074				4,944,604	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	21,386	0	0	0	3,596	24,982	56,543	
Sliced	646,924	68,962	361,692	0	619,346	1,696,924	2,247,844	
Chopped	13,332	1,188	2,331	302,632	0	319,483	291,314	
Total	681,642	70,150	364,023	302,632	622,942	2,041,389		
Conv. Total	1,772,013	83,477	250,264	234,540	255,406		2,595,701	
Prior Year	1,465,115	113,171	162,211	185,836	345,377		2,271,711	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	988	104,120				105,108	106,223	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	988	104,120				105,108		
Conv. Total	2,103	104,120					106,223	
Prior Year	2,440	60,423					62,863	
Converted Total								7,426,752

Sales - Month Ending May 31, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	204	0			204	204
Large	0	545	0			545	545
Ex. Large	0	54	0			54	54
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	631	213	0			844	1,556
Colossal	96	102	0			198	306
Super Colossal	0	136	0			136	136
Grn. Ripe Whole	0	0	0			0	0
Total	727	1,254	0			1,981	
Conv. Total	1,548	1,254	0				2,802
Prior Year	1,635	3,050	0				4,685
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total

Small	955	76,177	980			78,112	78,780	
Medium	17,817	177,852	4,159			199,828	218,201	
Large	4,393	250,096	2,569			257,058	260,941	
Ex. Large	10,207	77,683	0			87,890	99,414	
Ex. Large Sev "C"	0	0	0			0	0	
Jumbo	7,868	58,308	0			66,176	75,059	
Colossal	2,211	12,894	0			15,105	17,601	
Sup. Colossal	0	2,497	0			2,497	2,497	
Grn. Ripe Whole	0	2,004	0			2,004	2,004	
Total	43,451	657,511	7,708			708,670		
Conv. Total	92,507	657,511	4,478				754,497	
Prior Year	98,241	627,400	3,666				729,307	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	2,950	0	0	0	800	3,750	7,924	
Sliced	98,561	9,276	66,931	0	188,524	363,292	387,723	
Chopped	1,242	340	481	37,023	0	39,086	34,845	
Total	102,753	9,616	67,412	37,023	189,324	406,128		
Conv. Total	266,153	11,652	46,372	28,693	77,623		430,493	
Prior Year	238,715	13,653	46,146	28,989	73,445		400,948	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	8	3,944				3,952	3,961	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	8	3,944				3,952		
Conv. Total	17	3,944					3,961	
Prior Year	60	8,450					8,510	
Converted Total								1,191,752

Cumulative Sales - Month Ending May 31, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	2,587	0			2,587	2,587
Medium	62	667	0			729	799
Large	0	8,337	0			8,337	8,337
Ex. Large	0	1,063	70			1,133	1,104
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,753	3,816	0			10,569	18,193
Colossal	624	4,862	0			5,486	6,190
Super Colossal	0	1,075	0			1,075	1,075

Grn. Ripe Whole	0	5	0			5	5
Total	7,439	22,412	70			29,921	
Conv. Total	15,838	22,412	41				38,290
Prior Year	16,257	25,767	43				42,067
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	9,344	752,133	8,060			769,537	776,709
Medium	184,424	1,767,520	45,181			1,997,125	2,186,409
Large	42,182	2,674,844	26,596			2,743,622	2,780,102
Ex. Large	115,811	764,513	0			880,324	1,011,075
Ex. Large Sev "C"	0	885	0			885	885
Jumbo	75,340	564,572	0			639,912	724,971
Colossal	18,833	170,652	0			189,485	210,747
Sup. Colossal	96	23,254	0			23,350	23,458
Grn. Ripe Whole	0	32,259	0			32,259	32,259
Total	446,030	6,750,632	79,837			7,276,499	
Conv. Total	949,598	6,750,632	46,385				7,746,615
Prior Year	939,027	6,483,463	46,578				7,469,068
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	27,319	0	0	0	5,800	33,119	72,724
Sliced	1,050,610	86,181	639,877	0	1,843,795	3,620,463	3,999,784
Chopped	9,506	476	5,671	390,616	0	406,269	347,267
Total	1,087,435	86,657	645,548	390,616	1,849,595	4,059,851	
Conv. Total	2,812,113	101,950	444,651	302,727	758,334		4,419,776
Prior Year	2,444,158	139,361	453,825	304,418	687,825		4,029,587
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	435	83,011				83,446	83,937
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	435	83,011				83,446	
Conv. Total	926	83,011					83,937
Prior Year	1,592	84,518					86,110
						Converted Total	12,288,619

Consecutive Sales - 12 Months Ending May 31, 2004

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	2,995	0	2,995	2,995
Medium	62	867	0	929	999