

# CALIFORNIA MONTHLY OLIVE REPORT

Released: August 23, 2004

<b>Summary Report - Sales</b>									
<b>Month Ending July 31, 2004</b>									
<b>Converted 24/300 Case Basis</b>									
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
<b>Total</b>	1,124,687	1,424,984	-21.07	14,812,493	14,289,100	3.66	14,812,493	14,289,100	3.66
<b>Markets</b>									
Consumer	750,454	937,096	-19.92	10,257,459	10,052,278	2.04	10,257,459	10,052,278	2.04
Food Service	374,233	487,888	-23.30	4,555,034	4,236,821	7.51	4,555,034	4,236,821	7.51
<b>Styles</b>									
Whole	1,728	2,816	-38.64	44,302	48,517	-8.69	44,302	48,517	-8.69
Pitted	702,323	863,501	-18.67	9,327,160	9,126,777	2.20	9,327,160	9,126,777	2.20
Wedged	8,012	5,565	43.97	87,569	78,353	11.76	87,569	78,353	11.76
Sliced	407,464	498,341	-18.24	4,868,774	4,471,960	8.87	4,868,774	4,471,960	8.87
Chopped	34,846	40,527	-14.02	424,614	453,949	-6.46	424,614	453,949	-6.46
Broken Pitt	-29,687	14,234	-308.56	60,074	109,543	-45.16	60,074	109,543	-45.16
<b>Key Items</b>									
24/300 Pitt	608,398	753,619	-19.27	8,136,263	7,929,833	2.60	8,136,263	7,929,833	2.60
6/10 Pitt	89,573	105,211	-14.86	1,135,200	1,141,253	-0.53	1,135,200	1,141,253	-0.53
6/10 Sliced	270,913	367,463	-26.27	3,270,876	2,952,531	10.78	3,270,876	2,952,531	10.78
24/300 Whole	921	1,298	-29.04	26,037	28,570	-8.87	26,037	28,570	-8.87
6/10 Whole	807	1,518	-46.84	18,224	19,904	-8.44	18,224	19,904	-8.44
6/10 Wedged	7,766	5,093	52.48	84,699	75,914	11.57	84,699	75,914	11.57
2.25 Sliced	75,881	77,153	-1.65	926,812	844,829	9.70	926,812	844,829	9.70
4.5 Chopped	27,683	32,786	-15.57	369,212	366,572	0.72	369,212	366,572	0.72

<b>Summary Report - Packout and Inventory</b>									
<b>Month Ending July 31, 2004</b>									
<b>Converted 24/300 Case Basis</b>									
Item	Monthly Packout			Year-to-Date Packout			Inventory		
	03/04	02/03	% change	03/04	02/03	% change	03/04	02/03	% change
<b>Total</b>	1,168,883	1,517,740	-22.99	15,389,732	15,085,013	2.02	7,263,205	6,884,123	5.51
<b>Markets</b>									

Consumer	813,470	1,014,729	-19.83	10,739,919	10,374,365	3.52	4,970,199	4,616,468	7.66
Food Service	355,414	503,011	-29.34	4,649,812	4,710,648	-1.29	2,293,006	2,267,655	1.12
Styles									
Whole	5,149	2,102	144.96	43,141	44,619	-3.31	51,541	58,602	-12.05
Pitted	803,101	885,113	-9.27	9,463,527	9,916,957	-4.57	4,604,048	4,579,889	0.53
Wedged	56,035	133	42,017.01	169,066	95,795	76.49	95,772	43,505	120.14
Sliced	267,473	557,071	-51.99	5,211,865	4,387,693	18.78	2,133,136	1,856,083	14.93
Chopped	35,237	51,256	-31.25	396,316	537,659	-26.29	274,505	280,768	-2.23
Broken Pitt	1,889	22,065	-91.44	105,816	102,289	3.45	104,204	65,276	59.64
Key Items									
24/300 Pitt	645,093	835,750	-22.81	8,558,423	8,024,943	6.65	4,081,692	3,754,275	8.72
6/10 Pitt	144,704	49,363	193.14	860,212	1,833,205	-53.08	484,092	775,399	-37.57
6/10 Sliced	154,675	444,252	-65.18	3,584,598	2,750,906	30.31	1,648,082	1,393,142	18.30
24/300 Whole	5,149	2,102	144.96	16,750	36,992	-54.72	28,526	39,054	-26.96
6/10 Whole	0	0	0.00	26,391	7,524	250.76	22,687	19,178	18.29
6/10 Wedged	56,035	106	52,975.61	165,238	93,908	75.96	94,791	41,298	129.53
2.25 Sliced	66,358	53,256	24.60	878,833	963,102	-8.75	199,930	253,075	-21.00
4.5 Chopped	35,237	42,219	-16.54	377,372	513,537	-26.52	230,073	232,220	-0.92
							Approximate Supply in Converted Cases		
							Total Inventory	7,263,205	
							Converted Storage	5,945,013	
							Approximate Supply	13,208,217	

Storage - Month Ending July 31, 2004	
Whole Canning Sizes	
Size	Tons
Small	1,971
Medium	10,238
Large	9,999
Ex. Large	8,142
Ex. Large Sev. "C"	327
Jumbo	880
Colossal	940
Super Colossal	677

Orchard Run	0
Total Canning	33,175
Limited	5,180
Total	38,355
Total Converted (*155)	5,945,013

Packout - Month Ending July 31, 2004							
<b>Ripe Whole</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
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	5,149	0			5,149	5,149
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	0	5,149	0			5,149	
Conv. Total	0	5,149	0				5,149
Prior Year	0	2,102	0				2,102
<b>Ripe Pitted</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	0	13,634	0			13,634	13,634
Medium	7,961	171,322	21,783			201,066	200,927
Large	4,796	218,633	1,115			224,544	229,491
Ex. Large	43,791	182,073	0			225,864	275,304
Ex. Large Sev "C"	6,726	0	0			6,726	14,320
Jumbo	0	1,071	0			1,071	1,071
Colossal	4,694	49,714	0			54,408	59,708
Sup. Colossal	0	8,646	0			8,646	8,646
Grn. Ripe Whole	0	0	0			0	0
Total	67,968	645,093	22,898			735,959	
Conv. Total	144,704	645,093	13,304				803,101
Prior Year	49,363	835,750	0				885,113
<b>Limited</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>	<b>24 4.5oz</b>	<b>24 2.25oz</b>	<b>Total</b>	<b>Conv. Total</b>
Segmented	21,761	0	0	0	0	21,761	56,035
Sliced	60,068	0	67,895	0	161,848	289,811	267,473
Chopped	0	0	0	45,467	0	45,467	35,237

Total	81,829	0	67,895	45,467	161,848	357,039	
Conv. Total	210,710	0	46,440	35,237	66,358		358,744
Prior Year	453,394	0	59,563	42,219	53,283	0	608,460
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	0	1,889				1,889	1,889
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	0	1,889				1,889	
Conv. Total	0	1,889					1,889
Prior Year	253	21,812					22,065
						<b>Converted Total</b>	<b>1,168,883</b>

<b>Cumulative Packout - Month Ending July 31, 2004</b>							
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	2,731	0			2,731	2,731
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	6,573	0			12,936	20,120
Super Colossal	0	1,517	0			1,517	1,517
Grn. Ripe Whole	0	0	0			0	0
Total	12,396	16,750	0			29,146	
Conv. Total	26,391	16,750	0				43,141
Prior Year	7,524	36,992	103				44,619
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	1,549	231,486	4,307			237,342	237,286
Medium	169,019	2,436,427	46,252			2,651,698	2,823,141
Large	32,929	2,371,517	26,708			2,431,154	2,457,140
Ex. Large	80,601	2,275,779	0			2,356,380	2,447,379
Ex. Large Sev "C"	42,706	1,452	0			44,158	92,373
Jumbo	62,702	532,395	0			595,097	665,888
Colossal	14,539	581,651	0			596,190	612,605
Sup. Colossal	0	59,486	0			59,486	59,486
Grn. Ripe Whole	0	68,230	0			68,230	68,230
Total	404,045	8,558,423	77,267			9,039,735	
Conv. Total	860,212	8,558,423	44,892				9,463,527

Prior Year	1,833,205	8,024,943	58,809				9,916,957
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	64,170	0	0	0	9,338	73,508	169,066
Sliced	1,392,077	89,974	940,298	0	2,143,496	4,565,845	5,211,865
Chopped	3,281	0	5,175	486,931	0	495,387	396,316
Total	1,459,528	89,974	945,473	486,931	2,152,834	5,134,740	
Conv. Total	3,762,415	105,270	649,529	377,372	882,662		5,777,248
Prior Year	2,868,316	149,446	526,719	513,537	963,129		5,021,147
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	373	105,022				105,395	105,816
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	373	105,022				105,395	
Conv. Total	794	105,022					105,816
Prior Year	1,603	100,686					102,289
						Converted Total	15,389,732

Inventory - Month Ending July 31, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	5	1,680	0			1,685	1,691
Medium	0	3,162	0			3,162	3,162
Large	0	6,563	411			6,974	6,802
Ex. Large	0	2,253	154			2,407	2,342
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	5,459	3,442	0			8,901	15,064
Colossal	5,192	9,968	0			15,160	21,022
Super Colossal	0	1,187	0			1,187	1,187
Grn. Ripe Whole	0	271	0			271	271
Total	10,656	28,526	565			39,747	
Conv. Total	22,687	28,526	328				51,541
Prior Year	19,178	39,054	370				58,602
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,321	367,554	5,149			376,024	377,616
Medium	54,806	812,323	43,937			911,066	954,532
Large	15,609	1,297,910	16,193			1,329,712	1,340,550
Ex. Large	74,791	847,172	579			922,542	1,006,738
Ex. Large Sev "C"	31,565	811	0			32,376	68,013

Jumbo	35,329	381,276	0			416,605	456,491
Colossal	11,536	315,089	0			326,625	339,649
Sup. Colossal	410	27,366	0			27,776	28,239
Grn. Ripe Whole	13	32,191	0			32,204	32,219
Total	227,380	4,081,692	65,858			4,374,930	
Conv. Total	484,092	4,081,692	38,263				4,604,048
Prior Year	775,399	3,754,275	50,215				4,579,889
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	36,812	0	0	0	2,393	39,205	95,772
Sliced	640,032	51,456	328,831	0	487,633	1,507,952	2,133,136
Chopped	10,978	151	1,616	296,868	0	309,613	274,505
Total	687,822	51,607	330,447	296,868	490,026	1,856,770	
Conv. Total	1,784,963	60,558	226,908	230,073	200,911		2,503,413
Prior Year	1,470,836	87,287	136,905	232,220	253,108		2,180,356
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	594	102,939				103,533	104,204
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	594	102,939				103,533	
Conv. Total	1,265	102,939					104,204
Prior Year	2,242	63,034					65,276
Converted Total							7,263,205

Sales - Month Ending July 31, 2004					
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	1	102	0	103	104
Medium	0	145	0	145	145
Large	0	409	0	409	409
Ex. Large	0	68	0	68	68
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	273	119	0		