

# CALIFORNIA MONTHLY OLIVE REPORT

Released: September 29, 2004

<b>Summary Report - Sales</b>									
<b>Month Ending August 31, 2004</b>									
<b>Converted 24/300 Case Basis</b>									
Item	Monthly Sales			Year-to-Date Sales			Consecutive 12-Month Sales		
	04/05	03/04	% Change	04/05	03/04	% change	04/05	03/04	% change
<b>Total</b>	1,161,234	1,048,560	10.75	1,161,234	1,048,560	10.75	14,925,167	14,330,461	4.15
<b>Markets</b>									
Consumer	753,872	679,038	11.02	753,872	679,038	11.02	10,332,294	10,082,817	2.47
Food Service	407,362	369,522	10.24	407,362	369,522	10.24	4,592,873	4,247,644	8.13
<b>Styles</b>									
Whole	1,997	4,395	-54.55	1,997	4,395	-54.55	41,905	49,047	-14.56
Pitted	675,707	614,739	9.92	675,707	614,739	9.92	9,388,128	9,161,630	2.47
Wedged	15,531	6,190	150.91	15,531	6,190	150.91	96,910	76,569	26.57
Sliced	434,076	378,924	14.55	434,076	378,924	14.55	4,923,926	4,473,944	10.06
Chopped	30,828	35,964	-14.28	30,828	35,964	-14.28	419,478	458,009	-8.41
Broken Pitt	3,094	8,348	-62.94	3,094	8,348	-62.94	54,820	111,262	-50.73
<b>Key Items</b>									
24/300 Pitt	580,311	508,790	14.06	580,311	508,790	14.06	8,207,784	7,965,468	3.04
6/10 Pitt	90,544	102,154	-11.36	90,544	102,154	-11.36	1,123,590	1,143,122	-1.71
6/10 Sliced	298,298	255,927	16.56	298,298	255,927	16.56	3,313,247	2,962,947	11.82
24/300 Whole	669	2,191	-69.47	669	2,191	-69.47	24,515	28,790	-14.85
6/10 Whole	1,328	2,204	-39.71	1,328	2,204	-39.71	17,349	20,226	-14.22
6/10 Wedged	15,203	6,108	148.90	15,203	6,108	148.90	93,794	74,047	26.67
2.25 Sliced	72,691	73,582	-1.21	72,691	73,582	-1.21	925,921	847,475	9.26
4.5 Chopped	28,260	30,184	-6.38	28,260	30,184	-6.38	367,287	370,483	-0.86

<b>Summary Report - Packout and Inventory</b>									
<b>Month Ending August 31, 2004</b>									
<b>Converted 24/300 Case Basis</b>									
Item	Monthly Packout			Year-to-Date Packout			Inventory		
	04/05	03/04	% change	04/05	03/04	% change	04/05	03/04	% change
<b>Total</b>	1,046,579	1,335,466	-21.63	1,046,579	1,335,466	-21.63	7,156,114	7,108,997	0.66
<b>Markets</b>									

Consumer	666,157	913,006	-27.04	666,157	913,006	-27.04	4,891,018	4,820,554	1.46
Food Service	380,422	422,459	-9.95	380,422	422,459	-9.95	2,265,096	2,288,443	-1.02
<b>Styles</b>									
Whole	2,432	4,432	-45.12	2,432	4,432	-45.12	52,091	57,744	-9.79
Pitted	735,609	758,178	-2.98	735,609	758,178	-2.98	4,673,653	4,687,679	-0.30
Wedged	0	9,820	-100.00	0	9,820	-100.00	81,109	42,870	89.20
Sliced	274,777	514,793	-46.62	274,777	514,793	-46.62	1,970,890	1,967,642	0.17
Chopped	30,757	42,804	-28.14	30,757	42,804	-28.14	274,284	285,357	-3.88
Broken Pitt	3,003	5,439	-44.79	3,003	5,439	-44.79	104,088	67,704	53.74
<b>Key Items</b>									
24/300 Pitt	526,694	719,715	-26.82	526,694	719,715	-26.82	4,037,985	3,936,740	2.57
6/10 Pitt	207,529	38,463	439.56	207,529	38,463	439.56	600,900	703,807	-14.62
6/10 Sliced	171,789	373,429	-54.00	171,789	373,429	-54.00	1,519,708	1,490,243	1.98
24/300 Whole	1,327	1,517	-12.52	1,327	1,517	-12.52	29,289	37,932	-22.79
6/10 Whole	1,105	2,915	-62.09	1,105	2,915	-62.09	22,474	19,442	15.59
6/10 Wedged	0	7,334	-100.00	0	7,334	-100.00	80,456	40,438	98.96
2.25 Sliced	67,143	71,318	-5.85	67,143	71,318	-5.85	194,768	248,570	-21.64
4.5 Chopped	30,757	42,804	-28.14	30,757	42,804	-28.14	232,230	244,117	-4.87
							Approximate Supply in Converted Cases		
							Total Inventory	7,156,114	
							Converted Storage	5,584,176	
							Approximate Supply	12,740,290	

<b>Storage - Month Ending August 31, 2004</b>	
Whole Canning Sizes	
Size	Tons
Small	2,239
Medium	10,378
Large	8,331
Ex. Large	7,774
Ex.Large Sev. "C"	178
Jumbo	756
Colossal	865
Super Colossal	567
Orchard Run	0
<b>Total Canning</b>	<b>31,089</b>

Limited	4,938
Total	36,027
Total Converted (*155)	5,584,176

Packout - Month Ending August 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	519	690	0			1,209	1,795
Colossal	0	0	0			0	0
Super Colossal	0	637	0			637	637
Grn. Ripe Whole	0	0	0			0	0
Total	519	1,327	0			1,846	
Conv. Total	1,105	1,327	0				2,432
Prior Year	2,915	1,517	0				4,432
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	77,692	65,116	0			142,808	230,522
Large	4,371	318,761	2,387			325,519	329,454
Ex. Large	0	89,278	0			89,278	89,278
Ex. Large Sev "C"	9,435	0	0			9,435	20,087
Jumbo	5,979	4,277	0			10,256	17,006
Colossal	0	42,252	0			42,252	42,252
Sup. Colossal	0	7,010	0			7,010	7,010
Grn. Ripe Whole	0	0	0			0	0
Total	97,477	526,694	2,387			626,558	
Conv. Total	207,529	526,694	1,387				735,609
Prior Year	38,463	719,715	0				758,178
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	66,714	10,451	34,529	0	163,763	275,457	274,777
Chopped	0	0	0	39,687	0	39,687	30,757
Total	66,714	10,451	34,529	39,687	163,763	315,144	
Conv. Total	171,789	12,228	23,618	30,757	67,143		305,534

Prior Year	380,763	7,396	62,650	42,804	73,805	0	567,417
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	0	3,003				3,003	3,003
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	0	3,003				3,003	
Conv. Total	0	3,003					3,003
Prior Year	319	5,120					5,439
							Converted Total
							1,046,579

Cumulative Packout - Month Ending August 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	519	690	0			1,209	1,795
Colossal	0	0	0			0	0
Super Colossal	0	637	0			637	637
Grn. Ripe Whole	0	0	0			0	0
Total	519	1,327	0			1,846	
Conv. Total	1,105	1,327	0				2,432
Prior Year	2,915	1,517	0				4,432
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	77,692	65,116	0			142,808	230,522
Large	4,371	318,761	2,387			325,519	329,454
Ex. Large	0	89,278	0			89,278	89,278
Ex. Large Sev "C"	9,435	0	0			9,435	20,087
Jumbo	5,979	4,277	0			10,256	17,006
Colossal	0	42,252	0			42,252	42,252
Sup. Colossal	0	7,010	0			7,010	7,010
Grn. Ripe Whole	0	0	0			0	0
Total	97,477	526,694	2,387			626,558	
Conv. Total	207,529	526,694	1,387				735,609
Prior Year	38,463	719,715	0				758,178

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	66,714	10,451	34,529	0	163,763	275,457	274,777	
Chopped	0	0	0	39,687	0	39,687	30,757	
Total	66,714	10,451	34,529	39,687	163,763	315,144		
Conv. Total	171,789	12,228	23,618	30,757	67,143		305,534	
Prior Year	380,763	7,396	62,650	42,804	73,805		567,418	
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>	
Bkn. Pitt	0	3,003				3,003	3,003	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	0	3,003				3,003		
Conv. Total	0	3,003					3,003	
Prior Year	319	5,120					5,439	
<b>Converted Total</b>								<b>1,046,579</b>

<b>Inventory - Month Ending August 31, 2004</b>							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	5	2,360	0			2,365	2,371
Medium	0	2,570	0			2,570	2,570
Large	0	6,313	411			6,724	6,552
Ex. Large	0	2,219	154			2,373	2,308
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	5,385	4,021	0			9,406	15,486
Colossal	5,166	9,864	0			15,030	20,862
Super Colossal	0	1,671	0			1,671	1,671
Grn. Ripe Whole	0	271	0			271	271
Total	10,556	29,289	565			40,410	
Conv. Total	22,474	29,289	328				52,091
Prior Year	19,442	37,932	370				57,744
<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	3,172	350,768	3,568			357,508	359,594
Medium	113,193	687,499	39,784			840,476	951,601
Large	16,549	1,417,402	15,911			1,449,862	1,461,879
Ex. Large	65,454	835,661	579			901,694	975,349
Ex. Large Sev "C"	38,428	811	0			39,239	82,624
Jumbo	34,664	351,569	0			386,233	425,369
Colossal	10,362	330,189	0			340,551	352,250

Sup. Colossal	410	33,660	0			34,070	34,533
Grn. Ripe Whole	13	30,426	0			30,439	30,454
Total	282,245	4,037,985	59,842			4,380,072	
Conv. Total	600,900	4,037,985	34,768				4,673,653
Prior Year	703,807	3,936,740	47,132				4,687,679
<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	31,245	0	0	0	1,593	32,838	81,109
Sliced	590,178	54,407	281,808	0	475,045	1,401,438	1,970,890
Chopped	10,514	151	1,129	299,651	0	311,445	274,284
Total	631,937	54,558	282,937	299,651	476,638	1,745,721	
Conv. Total	1,640,475	64,011	194,145	232,230	195,422		2,326,282
Prior Year	1,563,327	81,567	155,856	244,117	251,002		2,295,869
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	586	102,840				103,426	104,088
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	586	102,840				103,426	
Conv. Total	1,248	102,840					104,088
Prior Year	1,867	65,837					67,704
						<b>Converted Total</b>	<b>7,156,114</b>

<b>Sales - Month Ending August 31, 2004</b>							
<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	285	0			285	285
Ex. Large	0	34	0			34	34
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	598	112	0			710	1,385
Colossal	26	85	0			111	140
Super Colossal	0	153	0			153	153
Grn. Ripe Whole	0	0	0			0	0
Total	624	669	0			1,293	
Conv. Total	1,328	669	0				1,997
Prior Year	2,204	2,191	0				4,395
<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	752	61,564	1,580			63,896	64,083

Medium	18,301	155,320	4,063			177,684	196,643
Large	3,656	240,927	2,708			247,291	250,284
Ex. Large	11,996	68,534	0			80,530	94,073
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,660	37,686	0			44,346	51,865
Colossal	1,164	13,288	0			14,452	15,766
Sup. Colossal	0	1,187	0			1,187	1,187
Grn. Ripe Whole	0	1,805	0			1,805	1,805
Total	42,529	580,311	8,351			631,191	
Conv. Total	90,544	580,311	4,852				675,707
Prior Year	102,154	508,790	3,796				614,739
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	5,904	0	0	0	800	6,704	15,531
Sliced	115,844	5,881	82,173	0	177,295	381,193	434,076
Chopped	514	0	486	36,464	0	37,464	30,828
Total	122,262	5,881	82,659	36,464	178,095	425,361	
Conv. Total	315,472	6,881	56,804	28,260	73,019		480,435
Prior Year	265,029	9,542	42,660	30,184	73,664		421,078
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	8	3,077				3,085	3,094
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	8	3,077				3,085	
Conv. Total	17	3,077					3,094
Prior Year	136	8,212					8,348
Converted Total							1,161,234

### Cumulative Sales - Month Ending August 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	285	0	285	285
Ex. Large	0	34	0	34	34
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	598	112	0	710	1,385
Colossal	26	85	0	111	140
Super Colossal	0	153	0	153	153
Grn. Ripe Whole	0	0	0	0	0

Total	624	669	0	1,293	
Conv. Total	1,328	669	0		1,997
Prior Year	2,204	2,191	0		4,395
<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	752	61,564	1,580	63,896	64,083
Medium	18,301	155,320	4,063	177,684	196,643
Large	3,656	240,927	2,708	247,291	250,284
Ex. Large					