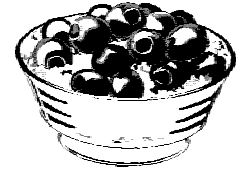


California Monthly Olive Report



Released: December 20, 2004
Revised:



CALIFORNIA AGRICULTURAL
STATISTICS SERVICE

Summary Report - Sales Month Ending November 30, 2004 Converted 24/300 Case Basis

Item	Monthly Sales			Year-to-Date Sales			Consecutive 12-Month Sales		
	04/05	03/04	Percent Change	04/05	03/04	Percent change	04/05	03/04	Percent change
Total	1,790,516	1,555,808	15.09	5,937,404	5,341,107	11.16	15,408,790	14,393,656	7.05
Markets									
Consumer	1,439,649	1,192,344	20.74	4,309,081	3,868,397	11.39	10,698,144	10,087,172	6.06
Food Service	350,867	363,464	-3.47	1,628,322	1,472,710	10.57	4,710,646	4,306,484	9.39
Styles									
Whole	4,988	4,246	17.46	15,486	15,883	-2.50	43,905	45,449	-3.40
Pitted	1,326,803	1,146,109	15.77	3,927,125	3,556,199	10.43	9,698,086	9,177,358	5.67
Wedged	15,296	8,417	81.72	67,031	27,844	140.74	126,757	78,187	62.12
Sliced	393,621	356,980	10.26	1,755,212	1,559,925	12.52	5,064,062	4,535,769	11.65
Chopped	45,032	32,280	39.51	155,619	146,963	5.89	433,270	452,936	-4.34
Broken Pitted	4,777	7,775	-38.56	16,930	34,293	-50.63	42,711	103,957	-58.91
Key Items									
24/300 Pitted	1,234,648	1,038,430	18.90	3,549,746	3,144,190	12.90	8,541,819	7,983,221	7.00
6/10 Pitted	87,960	103,314	-14.86	359,379	390,282	-7.92	1,104,297	1,140,309	-3.16
6/10 Sliced	243,124	249,335	-2.49	1,177,313	1,038,454	13.37	3,409,735	3,024,466	12.74
24/300 Whole	4,479	2,903	54.29	9,514	10,173	-6.48	25,378	26,831	-5.42
6/10 Whole	509	1,343	-62.12	5,972	5,670	5.33	18,527	18,546	-0.10
6/10 Wedged	15,296	8,335	83.50	66,293	26,860	146.81	124,133	75,337	64.77
2.25 Sliced	87,977	65,521	34.27	321,242	312,048	2.95	936,005	859,146	8.95
4.5 Chopped	40,522	29,618	36.81	131,962	130,458	1.15	370,716	366,160	1.24

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Summary Report - Packout and Inventory
Month Ending November 30, 2004
Converted 24/300 Case Basis

Item	Monthly Packout			Year-to-Date Packout			Inventory		
	04/05	03/04	Percent change	04/05	03/04	Percent change	04/05	03/04	Percent change
Total	1,128,634	1,467,066	-23.07	5,225,546	5,823,329	-10.27	6,502,852	7,273,201	-10.59
Markets									
Consumer	848,611	1,133,670	-25.14	3,576,493	4,174,153	-14.32	4,210,883	4,870,229	-13.54
Food Service	280,023	333,396	-16.01	1,649,053	1,649,176	-0.01	2,291,969	2,402,971	-4.62
Styles									
Whole	2,649	1,527	73.53	9,425	5,958	58.19	45,387	47,165	-3.77
Pitted	752,879	992,664	-24.16	3,544,172	3,540,649	0.10	4,198,724	4,492,126	-6.53
Wedged	24,960	0	0.00	24,960	42,695	-41.54	53,197	51,567	3.16
Sliced	291,151	437,756	-33.49	1,484,218	2,044,042	-27.39	1,836,713	2,306,406	-20.36
Chopped	43,412	29,265	48.34	139,399	144,387	-3.45	260,073	277,833	-6.39
Broken Pitted	13,583	5,855	132.00	23,372	45,598	-48.74	108,758	98,104	10.86
Key Items									
24/300 Pitted	652,944	933,912	-30.09	2,788,869	3,351,775	-16.79	3,304,817	3,899,029	-15.24
6/10 Pitted	96,844	54,490	77.73	740,402	180,258	310.75	858,785	555,956	54.47
6/10 Sliced	158,169	275,790	-42.65	872,904	1,420,239	-38.54	1,327,060	1,747,616	-24.06
24/300 Whole	2,649	890	197.64	7,115	2,407	195.60	26,106	30,907	-15.53
6/10 Whole	0	637	-100.00	2,310	3,551	-34.95	18,952	15,929	18.98
6/10 Wedged	24,120	0	0.00	24,120	40,209	-40.01	52,115	50,035	4.16
2.25 Sliced	88,818	72,289	22.87	392,709	340,685	15.27	264,595	282,934	-6.48
4.5 Chopped	40,777	23,837	71.07	122,693	133,797	-8.30	220,862	235,505	-6.22

<u>Approximate Supply in Converted Cases</u>	
Total Inventory	6,502,852
Converted Storage	14,322,823
Approximate Supply	20,825,675

Storage - Month Ending November 30, 2004	
Whole Canning Sizes	
<u>Size</u>	<u>Tons</u>
Small	8,494
Medium	18,540
Large	12,831
Ex. Large	18,484
Ex. Large Sev. "C"	2,186
Jumbo	6,130
Colossal	4,131
Super Colossal	1,457
Orchard Run	0
Total Canning	72,253
Limited	20,152
Total	92,405
Total Converted (*155)	14,322,823

Packout - Month Ending November 30, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
Small	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	2,649	0			2,649	2,649
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	2,649	0			2,649	
Conv. Total	0	2,649	0				2,649
Prior Year	637	890	0				1,527
RIPE PITTED							
Small	0	3,855	0			3,855	3,855
Medium	17,257	255,140	0			272,397	291,880
Large	26,526	208,547	5,320			240,393	268,112
Ex. Large	1,225	86,932	0			88,157	89,540
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	34,047	0			34,047	34,047
Colossal	480	57,552	0			58,032	58,574
Sup. Colossal	0	6,871	0			6,871	6,871
Grn. Ripe Whole	0	0	0			0	0
Total	45,488	652,944	5,320			703,752	
Conv. Total	96,844	652,944	3,091				752,879
Prior Year	54,490	933,912	4,263				992,664
LIMITED							
Segmented	9,367	0	0	0	2,048	11,415	24,960
Sliced	61,425	5,732	54,762	0	216,629	338,548	291,151
Chopped	232	743	0	52,615	0	53,590	43,412
Total	71,024	6,475	54,762	52,615	218,677	403,553	
Conv. Total	183,179	8,452	37,457	40,777	89,658		359,523
Prior Year	277,895	2,314	90,686	23,837	72,289	0	467,021
BROKEN PITTED							
Bkn. Pitted	0	13,583				13,583	13,583
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	0	13,583				13,583	
Conv. Total	0	13,583					13,583
Prior Year	375	5,480					5,855

Converted Total

1,128,634

Cumulative Packout - Month Ending November 30, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
Small	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	5,788	0			5,788	5,788
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,085	690	0			1,775	3,000
Colossal	0	0	0			0	0
Super Colossal	0	637	0			637	637
Grn. Ripe Whole	0	0	0			0	0
Total	1,085	7,115	0			8,200	
Conv. Total	2,310	7,115	0				9,425
Prior Year	3,551	2,407	0				5,958
RIPE PITTED							
Small	1,724	4,617	5,913			12,254	11,723
Medium	118,259	927,983	6,069			1,052,311	1,183,283
Large	116,902	976,538	13,664			1,107,104	1,233,361
Ex. Large	67,189	645,093	0			712,282	788,138
Ex. Large Sev "C"	9,435	0	0			9,435	20,087
Jumbo	32,947	56,909	0			89,856	127,053
Colossal	1,314	142,148	0			143,462	144,946
Sup. Colossal	0	18,882	0			18,882	18,882
Grn. Ripe Whole	0	16,699	0			16,699	16,699
Total	347,770	2,788,869	25,646			3,162,285	
Conv. Total	740,402	2,788,869	14,900				3,544,172
Prior Year	180,258	3,351,775	8,616				3,540,649
LIMITED							
Segmented	9,367	0	0	0	2,048	11,415	24,960
Sliced	338,992	33,140	262,911	0	957,827	1,592,870	1,484,218
Chopped	2,430	743	4,588	158,314	0	166,075	139,399
Total	350,789	33,883	267,499	158,314	959,875	1,770,360	
Conv. Total	906,341	40,520	185,474	122,693	393,549		1,648,577
Prior Year	1,464,672	24,294	265,189	133,797	343,171		2,231,123
BROKEN PITTED							
Bkn. Pitted	0	23,372				23,372	23,372
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	0	23,372				23,372	
Conv. Total	0	23,372					23,372
Prior Year	694	44,904					45,598

Converted Total

5,225,546

Inventory - Month Ending November 30, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
Small	5	1,541	0			1,546	1,552
Medium	0	2,379	0			2,379	2,379
Large	0	7,684	411			8,095	7,923
Ex. Large	0	1,852	154			2,006	1,941
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	4,387	2,996	0			7,383	12,336
Colossal	4,510	8,245	0			12,755	17,847
Super Colossal	0	1,138	0			1,138	1,138
Grn. Ripe Whole	0	271	0			271	271
Total	8,902	26,106	565			35,573	
Conv. Total	18,952	26,106	328				45,387
Prior Year	15,929	30,907	329				47,165
RIPE PITTED							
Small	3,714	274,290	7,232			285,236	286,398
Medium	98,220	721,952	34,153			854,325	950,905
Large	117,540	1,134,554	18,487			1,270,581	1,395,537
Ex. Large	106,012	583,295	579			689,886	809,331
Ex. Large Sev "C"	30,279	811	0			31,090	65,275
Jumbo	40,075	303,193	0			343,268	388,513
Colossal	7,520	223,403	0			230,923	239,413
Sup. Colossal	2	26,355	0			26,357	26,359
Grn. Ripe Whole	13	36,965	0			36,978	36,993
Total	403,375	3,304,817	60,451			3,768,643	
Conv. Total	858,785	3,304,817	35,122				4,198,724
Prior Year	555,956	3,899,029	37,141				4,492,126
LIMITED							
Segmented	20,239	0	0	0	2,638	22,877	53,197
Sliced	515,363	51,829	269,617	0	645,354	1,482,163	1,836,713
Chopped	8,892	758	2,714	284,983	0	297,347	260,073
Total	544,494	52,587	272,331	284,983	647,992	1,802,387	
Conv. Total	1,413,267	62,421	187,756	220,862	265,677		2,149,983
Prior Year	1,829,255	65,471	221,108	235,505	284,466		2,635,805
BROKEN PITTED							
Bkn. Pitted	453	107,794				108,247	108,758
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	453	107,794				108,247	
Conv. Total	964	107,794					108,758
Prior Year	1,831	96,273					98,104

Converted Total

6,502,852

Sales - Month Ending November 30, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
Small	0	680	0			680	680
Medium	0	146	0			146	146
Large	0	1,969	0			1,969	1,969
Ex. Large	0	170	0			170	170
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	223	213	0			436	688
Colossal	16	1,088	0			1,104	1,122
Super Colossal	0	213	0			213	213
Grn. Ripe Whole	0	0	0			0	0
Total	239	4,479	0			4,718	
Conv. Total	509	4,479	0				4,988
Prior Year	1,343	2,903	0				4,246
RIPE PITTED							
Small	456	112,279	760			113,495	113,691
Medium	17,866	354,899	3,210			375,975	394,801
Large	4,217	513,218	3,251			520,686	524,085
Ex. Large	9,598	109,979	0			119,577	130,413
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	7,053	94,778	0			101,831	109,794
Colossal	2,125	44,906	0			47,031	49,430
Sup. Colossal	0	967	0			967	967
Grn. Ripe Whole	0	3,622	0			3,622	3,622
Total	41,315	1,234,648	7,221			1,283,184	
Conv. Total	87,960	1,234,648	4,195				1,326,803
Prior Year	103,314	1,038,430	4,365				1,146,109
LIMITED							
Segmented	5,940	0	0	0	0	5,940	15,296
Sliced	94,417	7,514	78,551	0	214,577	395,059	393,621
Chopped	1,029	136	200	52,286	0	53,651	45,032
Total	101,386	7,650	78,751	52,286	214,577	454,650	
Conv. Total	262,364	9,111	53,975	40,522	87,977		453,949
Prior Year	258,789	7,022	36,645	29,618	65,603		397,678
BROKEN PITTED							
Bkn. Pitted	16	4,743				4,759	4,777
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	16	4,743				4,759	
Conv. Total	34	4,743					4,777
Prior Year	17	7,758					7,775

Converted Total

1,790,516

Cumulative Sales - Month Ending November 30, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
Small	0	816	0			816	816
Medium	0	147	0			147	147
Large	0	4,696	0			4,696	4,696
Ex. Large	0	401	0			401	401
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	2,550	1,101	0			3,651	6,530
Colossal	255	1,698	0			1,953	2,241
Super Colossal	0	655	0			655	655
Grn. Ripe Whole	0	0	0			0	0
Total	2,805	9,514	0			12,319	
Conv. Total	5,972	9,514	0				15,486
Prior Year	5,670	10,173	41				15,884
RIPE PITTED							
Small	3,136	369,279	4,324			376,739	378,468
Medium	73,822	990,598	15,235			1,079,655	1,156,617
Large	16,152	1,430,467	11,422			1,458,041	1,471,491
Ex. Large	41,316	364,572	0			405,888	452,534
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	27,724	263,578	0			291,302	322,602
Colossal	6,652	106,172	0			112,824	120,334
Sup. Colossal	0	13,186	0			13,186	13,186
Grn. Ripe Whole	0	11,894	0			11,894	11,894
Total	168,802	3,549,746	30,981			3,749,529	
Conv. Total	359,379	3,549,746	18,000				3,927,125
Prior Year	390,282	3,144,190	21,727				3,556,199
LIMITED							
Segmented	25,745	0	0	0	1,800	27,545	67,031
Sliced	457,209	32,654	319,375	0	783,516	1,592,754	1,755,212
Chopped	4,973	136	3,472	170,274	0	178,855	155,619
Total	487,927	32,790	322,847	170,274	785,316	1,799,154	
Conv. Total	1,262,673	38,525	222,723	131,962	321,980		1,977,863
Prior Year	1,076,214	38,676	176,352	130,458	313,032		1,734,732
BROKEN PITTED							
Bkn. Pitted	140	16,632				16,772	16,930
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	140	16,632				16,772	
Conv. Total	298	16,632					16,930
Prior Year	545	33,748					34,293

Converted Total

5,937,404

Consecutive Sales - 12 Months Ending November 30, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
Small	1	3,029	0			3,030	3,031
Medium	54	755	0			809	870
Large	0	11,021	0			11,021	11,021
Ex. Large	0	1,066	0			1,066	1,066
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	7,880	3,896	0			11,776	20,673
Colossal	767	4,190	0			4,957	5,823
Super Colossal	0	1,416	0			1,416	1,416
Grn. Ripe Whole	0	5	0			5	5
Total	8,702	25,378	0			34,080	
Conv. Total	18,527	25,378	0				43,905
Prior Year	18,546	26,831	72				45,449
RIPE PITTED							
Small	9,539	910,849	9,884			930,272	936,900
Medium	223,652	2,293,884	48,133			2,565,669	2,798,004
Large	50,639	3,423,828	31,432			3,505,899	3,549,900
Ex. Large	126,175	950,924	0			1,077,099	1,219,551
Ex. Large Sev "C"	0	1,451	0			1,451	1,451
Jumbo	87,216	646,680	0			733,896	832,362
Colossal	21,376	244,665	0			266,041	290,175
Sup. Colossal	96	33,382	0			33,478	33,586
Grn. Ripe Whole	0	36,156	0			36,156	36,156
Total	518,693	8,541,819	89,449			9,149,961	
Conv. Total	1,104,297	8,541,819	51,970				9,698,086
Prior Year	1,140,309	7,983,221	53,827				9,177,357
LIMITED							
Segmented	48,207	0	0	0	6,400	54,607	126,757
Sliced	1,324,169	106,788	867,514	0	2,282,939	4,581,410	5,064,062
Chopped	13,676	1,402	5,549	478,343	0	498,970	433,270
Total	1,386,052	108,190	873,063	478,343	2,289,339	5,134,987	
Conv. Total	3,586,302	128,237	600,205	370,716	938,629		5,624,088
Prior Year	3,145,063	159,903	533,770	366,160	861,996		5,066,892
BROKEN PITTED							
Bkn. Pitted	714	41,191				41,905	42,711
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	714	41,191				41,905	
Conv. Total	1,520	41,191					42,711
Prior Year	2,565	101,392					103,957

Converted Total

15,408,790