



California Monthly Olive Report

Cooperating with the California Department of Food and Agriculture
California Field Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · (916) 498-5186 Fax · www.nass.usda.gov/ca

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Summary Report - Sales
Month Ending September 30, 2007
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	07/08	06/07	Percent Change	07/08	06/07	Percent Change	07/08	06/07	Percent Change
Total	1,020,774	1,327,510	-23.11	2,022,392	2,708,316	-25.33	13,401,626	15,201,707	-11.84
Markets									
Consumer	721,221	956,449	-24.59	1,400,397	1,870,755	-25.14	9,236,031	10,538,076	-12.36
Food Service	299,553	371,061	-19.27	621,995	837,561	-25.74	4,165,594	4,663,631	-10.68
Styles									
Whole	1,885	2,495	-24.44	4,607	6,372	-27.70	22,797	30,176	-24.45
Pitted	594,601	827,645	-28.16	1,157,096	1,629,375	-28.99	8,129,307	9,465,482	-14.12
Wedged	4,138	3,579	15.61	9,369	10,440	-10.26	58,712	68,670	-14.50
Sliced	380,246	452,130	-15.90	776,147	971,263	-20.09	4,714,160	5,152,666	-8.51
Chopped	32,458	38,673	-16.07	62,902	84,182	-25.28	398,714	448,224	-11.05
Broken Pitted	7,447	2,988	149.24	12,271	6,683	83.61	77,936	36,489	113.59
Key Items									
24/300 Pitted	544,697	738,235	-26.22	1,046,582	1,435,030	-27.07	7,142,041	8,334,091	-14.30
6/10 Pitted	47,464	86,610	-45.20	105,009	188,698	-44.35	956,340	1,095,322	-12.69
6/10 Sliced	242,184	277,840	-12.83	497,227	626,786	-20.67	3,093,396	3,430,858	-9.84
24/300 Whole	1,142	1,658	-31.12	3,364	3,477	-3.25	13,408	15,790	-15.09
6/10 Whole	743	837	-11.20	1,243	2,895	-57.06	9,389	14,369	-34.66
6/10 Wedged	4,056	3,497	15.98	9,123	10,194	-10.51	56,416	66,456	-15.11
2.25 Sliced	67,051	92,950	-27.86	136,258	191,964	-29.02	856,602	931,130	-8.00
4.5 Chopped	25,536	34,473	-25.92	51,771	72,230	-28.33	341,298	380,847	-10.38

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Summary Report - Packout and Inventory
Month Ending September 30, 2007
Converted 24/300 Case Basis

Item	Monthly Packout			Year to Date Packout			Inventory		
	07/08	06/07	Percent Change	07/08	06/07	Percent Change	07/08	06/07	Percent Change
Total	1,005,678	1,548,778	-35.07	1,328,615	2,961,521	-55.14	4,441,062	6,139,075	-27.66
Markets									
Consumer	678,549	1,203,443	-43.62	890,376	2,041,142	-56.38	3,620,568	4,277,002	-15.35
Food Service	327,129	345,335	-5.27	438,240	920,380	-52.38	820,494	1,862,074	-55.94
Styles									
Whole	0	2,257	-100.00	1,978	5,820	-66.01	16,857	19,796	-14.85
Pitted	562,344	1,044,706	-46.17	691,614	1,782,808	-61.21	3,165,343	4,121,670	-23.20
Wedged	0	13,143	-100.00	0	13,143	-100.00	27,443	33,594	-18.31
Sliced	403,027	434,970	-7.34	577,784	1,080,239	-46.51	907,685	1,532,550	-40.77
Chopped	40,307	52,042	-22.55	57,240	76,559	-25.23	277,446	328,970	-15.66
Broken Pitt	0	1,661	-100.00	0	2,953	-100.00	46,289	102,496	-54.84
Key Items									
24/300 Pitt	519,060	990,640	-47.60	648,330	1,621,435	-60.02	2,877,476	3,417,599	-15.80
6/10 Pitt	39,885	54,066	-26.23	39,885	157,987	-74.75	251,435	658,527	-61.82
6/10 Sliced	287,244	271,644	5.74	398,355	736,048	-45.88	502,892	1,122,157	-55.19
24/300 Whole	0	0	0.00	1,978	2,130	-7.14	8,660	12,018	-27.94
6/10 Whole	0	2,257	-100.00	0	3,690	-100.00	8,197	7,756	5.68
6/10 Wedged	0	13,143	-100.00	0	13,143	-100.00	26,456	32,669	-19.02
2.25 Sliced	75,928	114,692	-33.80	105,821	260,515	-59.38	201,252	200,153	0.55
4.5 Chopped	40,307	47,817	-15.71	57,240	65,134	-12.12	243,805	287,020	-15.06

Approximate Supply in Converted Cases

Total Inventory	4,441,062
Converted Storage	4,943,855
Approximate Supply	9,384,917

Storage Report
Month Ending September 30, 2007

Whole Canning Sizes	
Size	Tons
Small	5,941
Medium	6,547
Large	6,971
Ex. Large	4,148
Ex.Large Sev. "C"	230
Jumbo	986
Colossal	1,015
Super Colossal	304
Orchard Run	0
Total Canning	26,142
Limited	5,754

Total 31,896
Total Converted (*155) 4,943,855

Packout - Month Ending September 30, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE							
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
Green Ripe Whole	0	0	0			0	0
Total	0	0	0			0	
Conv. Total	0	0	0				0
Prior Year	2,257	0	0				2,257
RIPE PITTED							
Small	0	39,392	0			39,392	39,392
Medium	11,377	168,361	5,850			185,588	195,981
Large	0	134,892	0			134,892	134,892
Ex. Large	7,357	175,859	0			183,216	191,522
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	301	0			301	301
Colossal	0	255	0			255	255
Sup. Colossal	0	0	0			0	0
Green Ripe Whole	0	0	0			0	0
Total	18,734	519,060	5,850			543,644	
Conv. Total	39,885	519,060	3,399				562,344
Prior Year	54,066	990,640	0				1,044,706
LIMITED							
Segmented	0	0	0	0	0	0	0
Sliced	111,551	10,649	40,052	0	185,191	347,443	403,027
Chopped	0	0	0	52,009	0	52,009	40,307
Total	111,551	10,649	40,052	52,009	185,191	399,452	
Conv. Total	287,244	12,459	27,396	40,307	75,928		443,334
Prior Year	289,012	14,192	34,441	0	0		337,646
BROKEN PITTED							
Bkn. Pitted	0	0				0	0
Bkn. Pitted Green Ripe	0	0				0	0
Total	0	0				0	
Conv. Total	0	0					0
Prior Year	0	1,661					1,661

Converted Total

1,005,678

Cumulative Packout - Month Ending September 30, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE							
Small	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	1,978	0			1,978	1,978
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
Green Ripe Whole	0	0	0			0	0
Total	0	1,978	0			1,978	
Conv. Total	0	1,978	0				1,978
Prior Year	3,690	2,130	0				5,820
RIPE PITTED							
Small	0	45,754	0			45,754	45,754
Medium	11,377	213,717	5,850			230,944	241,337
Large	0	174,508	0			174,508	174,508
Ex. Large	7,357	213,795	0			221,152	229,458
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	301	0			301	301
Colossal	0	255	0			255	255
Sup. Colossal	0	0	0			0	0
Green Ripe Whole	0	0	0			0	0
Total	18,734	648,330	5,850			672,914	
Conv. Total	39,885	648,330	3,399				691,614
Prior Year	157,987	1,621,435	3,386				1,782,808
LIMITED							
Segmented	0	0	0	0	0	0	0
Sliced	154,701	10,649	89,399	0	258,099	512,848	577,784
Chopped	0	0	0	73,858	0	73,858	57,240
Total	154,701	10,649	89,399	73,858	258,099	586,706	
Conv. Total	398,355	12,459	61,149	57,240	105,821		635,024
Prior Year	758,703	14,192	71,396	65,134	260,515		1,169,941
BROKEN PITTED							
Bkn. Pitted	0	0				0	0
Bkn. Pitted Green Ripe	0	0				0	0
Total	0	0				0	
Conv. Total	0	0					0
Prior Year	0	2,953					2,953

Converted Total

1,328,615

Inventory - Month Ending September 30, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE							
Small	0	0	0			0	0
Medium	0	1,231	0			1,231	1,231
Large	0	3,298	0			3,298	3,298
Ex. Large	0	227	0			227	227
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,611	859	0			4,470	8,547
Colossal	239	2,106	0			2,345	2,615
Super Colossal	0	939	0			939	939
Green Ripe Whole	0	0	0			0	0
Total	3,850	8,660	0			12,510	
Conv. Total	8,197	8,660	0				16,857
Prior Year	7,756	12,018	22				19,796
RIPE PITTED							
Small	8,684	454,370	4,480			467,534	475,461
Medium	58,418	712,889	25,087			796,394	851,836
Large	11,922	671,134	33,138			716,194	715,769
Ex. Large	26,212	743,428	0			769,640	799,233
Ex. Large Sev "C"	11	0	0			11	23
Jumbo	7,995	163,020	0			171,015	180,041
Colossal	3,444	91,560	0			95,004	98,892
Sup. Colossal	0	17,919	0			17,919	17,919
Green Ripe Whole	1,414	23,156	0			24,570	26,166
Total	118,100	2,877,476	62,705			3,058,281	
Conv. Total	251,435	2,877,476	36,432				3,165,343
Prior Year	658,527	3,417,599	45,544				4,121,670
LIMITED							
Segmented	10,274	0	0	0	2,408	12,682	27,443
Sliced	195,298	40,096	228,989	0	490,859	955,242	907,685
Chopped	8,173	229	1,437	314,587	0	324,426	277,446
Total	213,745	40,325	230,426	314,587	493,267	1,292,350	
Conv. Total	560,683	47,450	158,396	243,805	202,239		1,212,574
Prior Year	1,194,903	60,628	151,485	287,020	201,078		1,895,113
BROKEN PITTED							
Bkn. Pitted	84	46,110				46,194	46,289
Bkn. Pitted Green Ripe	0	0				0	0
Total	84	46,110				46,194	
Conv. Total	179	46,110					46,289
Prior Year	888	101,608					102,496
Converted Total							4,441,062

Sales - Month Ending September 30, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE							
Small	0	0	0			0	0
Medium	0	544	0			544	544
Large	0	407	0			407	407
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	333	122	0			455	831
Colossal	16	22	0			38	56
Super Colossal	0	47	0			47	47
Green Ripe Whole	0	0	0			0	0
Total	349	1,142	0			1,491	
Conv. Total	743	1,142	0				1,885
Prior Year	837	1,658	0				2,495
RIPE PITTED							
Small	288	57,831	860			58,979	58,944
Medium	10,728	159,913	1,755			172,396	183,773
Large	3,309	184,704	1,584			189,597	192,669
Ex. Large	5,930	77,420	0			83,350	90,045
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,581	49,419	0			51,000	52,785
Colossal	458	8,849	0			9,307	9,824
Sup. Colossal	0	2,273	0			2,273	2,273
Green Ripe Whole	0	4,288	0			4,288	4,288
Total	22,294	544,697	4,199			571,190	
Conv. Total	47,464	544,697	2,440				594,601
Prior Year	86,610	738,235	2,800				827,645
LIMITED							
Segmented	1,575	0	0	0	200	1,775	4,138
Sliced	94,052	7,878	90,342	0	163,539	355,811	380,246
Chopped	1,323	680	204	32,950	0	35,157	32,458
Total	96,950	8,558	90,546	32,950	163,739	392,743	
Conv. Total	251,312	10,815	62,045	25,536	67,133		416,841
Prior Year	283,534	9,521	73,822	34,473	93,032		494,382
BROKEN PITTED							
Bkn. Pitted	16	7,413				7,429	7,447
Bkn. Pitted Green Ripe	0	0				0	0
Total	16	7,413				7,429	
Conv. Total	34	7,413					7,447
Prior Year	81	2,907					2,988

Converted Total

1,020,774

Cumulative Sales - Month Ending September 30, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE							
Small	0	102	0			102	102
Medium	0	544	0			544	544
Large	0	1,224	0			1,224	1,224
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	568	672	0			1,240	1,881
Colossal	16	736	0			752	770
Super Colossal	0	86	0			86	86
Green Ripe Whole	0	0	0			0	0
Total	584	3,364	0			3,948	
Conv. Total	1,243	3,364	0				4,607
Prior Year	2,895	3,477	0				6,372
RIPE PITTED							
Small	792	112,907	2,680			116,379	116,150
Medium	26,558	307,798	3,451			337,807	366,345
Large	7,036	368,633	3,344			379,013	385,556
Ex. Large	10,474	140,675	0			151,149	162,974
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,456	85,186	0			88,642	92,544
Colossal	1,007	19,502	0			20,509	21,646
Sup. Colossal	0	4,226	0			4,226	4,226
Green Ripe Whole	0	7,655	0			7,655	7,655
Total	49,323	1,046,582	9,475			1,105,380	
Conv. Total	105,009	1,046,582	5,505				1,157,096
Prior Year	188,698	1,435,030	5,647				1,629,375
LIMITED							
Segmented	3,543	0	0	0	600	4,143	9,369
Sliced	193,098	20,282	173,877	0	332,337	719,594	776,147
Chopped	2,421	680	204	66,801	0	70,106	62,902
Total	199,062	20,962	174,081	66,801	332,937	793,843	
Conv. Total	515,633	25,328	119,183	51,771	136,504		848,418
Prior Year	645,887	19,916	135,642	72,230	192,210		1,065,885
BROKEN PITTED							
Bkn. Pitted	52	12,160				12,212	12,271
Bkn. Pitted Green Ripe	0	0				0	0
Total	52	12,160				12,212	
Conv. Total	111	12,160					12,271
Prior Year	81	6,602					6,683

Converted Total

2,022,392

Consecutive Sales - 12 Months Month Ending September 30, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE							
Small	0	102	0			102	102
Medium	0	1,040	0			1,040	1,040
Large	0	6,360	0			6,360	6,360
Ex. Large	0	136	0			136	136
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	4,072	3,182	0			7,254	11,851
Colossal	338	1,927	0			2,265	2,647
Super Colossal	0	661	0			661	661
Green Ripe Whole	0	0	0			0	0
Total	4,410	13,408	0			17,818	
Conv. Total	9,389	13,408	0				22,797
Prior Year	14,369	15,790	17				30,176
RIPE PITTED							
Small	6,185	758,515	11,516			776,216	778,374
Medium	184,171	2,004,057	22,335			2,210,563	2,409,134
Large	55,381	2,686,792	19,378			2,761,551	2,815,957
Ex. Large	146,427	946,596	0			1,093,023	1,258,339
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	45,992	535,191	0			581,183	633,108
Colossal	10,047	143,598	0			153,645	164,988
Sup. Colossal	0	30,529	0			30,529	30,529
Green Ripe Whole	994	36,763	0			37,757	38,879
Total	449,197	7,142,041	53,229			7,644,467	
Conv. Total	956,340	7,142,041	30,926				8,129,307
Prior Year	1,095,322	8,334,091	36,070				9,465,482
LIMITED							
Segmented	21,909	0	0	0	5,600	27,509	58,712
Sliced	1,201,319	101,150	944,176	0	2,089,272	4,335,917	4,714,160
Chopped	12,874	1,435	3,809	440,384	0	458,502	398,714
Total	1,236,102	102,585	947,985	440,384	2,094,872	4,821,928	
Conv. Total	3,199,171	121,718	650,501	341,298	858,898		5,171,585
Prior Year	3,553,332	125,363	676,673	380,847	933,344		5,669,560
BROKEN PITTED							
Bkn. Pitted	326	77,242				77,568	77,936
Bkn. Pitted Green Ripe	0	0				0	0
Total	326	77,242				77,568	
Conv. Total	694	77,242					77,936
Prior Year	609	35,880					36,489

Converted Total

13,401,626