



# California Monthly Olive Report

Cooperating with the California Department of Food and Agriculture  
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**Summary Report - Sales**  
**Month Ending November 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	1,642,416	1,491,084	10.15	5,010,994	5,530,181	-9.39	13,568,363	14,828,200	-8.50
<b>Markets</b>									
Consumer	1,373,068	1,122,683	22.30	3,808,777	3,936,324	-3.24	9,578,843	10,131,651	-5.46
Food Service	269,348	368,401	-26.89	1,202,217	1,593,857	-24.57	3,989,520	4,696,549	-15.05
<b>Styles</b>									
Whole	1,311	2,695	-51.36	8,641	12,008	-28.05	21,194	30,195	-29.81
Pitted	1,194,510	1,040,790	14.77	3,275,114	3,551,988	-7.79	8,324,712	9,101,409	-8.53
Wedged	5,124	6,253	-18.05	19,209	21,093	-8.93	57,900	65,067	-11.02
Sliced	377,550	395,573	-4.56	1,528,224	1,769,418	-13.63	4,668,081	5,146,371	-9.29
Chopped	57,539	33,890	69.78	154,098	146,679	5.06	427,413	434,019	-1.52
Broken Pitted	6,382	11,883	-46.29	25,709	28,994	-11.33	69,063	51,138	35.05
<b>Key Items</b>									
24/300 Pitted	1,136,190	952,138	19.33	3,034,276	3,173,516	-4.39	7,391,249	7,963,902	-7.19
6/10 Pitted	54,464	85,435	-36.25	228,580	367,289	-37.77	901,321	1,101,868	-18.20
6/10 Sliced	205,400	272,134	-24.52	937,277	1,183,328	-20.79	2,976,903	3,459,850	-13.96
24/300 Whole	689	1,773	-61.14	5,990	7,314	-18.10	12,197	16,069	-24.10
6/10 Whole	622	922	-32.56	2,651	4,694	-43.54	8,997	14,113	-36.25
6/10 Wedged	5,124	5,843	-12.30	18,635	20,191	-7.70	55,932	62,771	-10.90
2.25 Sliced	105,174	61,787	70.22	313,874	314,156	-0.09	912,026	896,785	1.70
4.5 Chopped	53,417	29,069	83.76	135,270	124,577	8.58	372,450	366,273	1.69

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**Summary Report - Packout and Inventory**  
**Month Ending November 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	1,959,270	1,159,253	69.01	4,887,490	5,637,664	-13.31	4,414,891	5,965,618	-25.99
<b>Markets</b>									
Consumer	595,806	712,234	-16.35	2,617,951	3,857,989	-32.14	3,405,938	4,004,101	-14.94
Food Service	1,363,463	447,019	205.01	2,269,539	1,779,674	27.53	1,008,953	1,961,516	-48.56
<b>Styles</b>									
Whole	4,029	640	529.53	6,007	20,076	-70.08	16,831	28,345	-40.62
Pitted	1,462,033	612,617	138.65	3,128,756	3,292,713	-4.98	2,898,827	3,699,942	-21.65
Wedged	0	0	0.00	0	13,143	-100.00	17,648	23,171	-23.84
Sliced	439,833	486,179	-9.53	1,593,739	2,128,296	-25.12	1,167,280	1,770,579	-34.07
Chopped	53,375	48,745	9.50	158,989	164,960	-3.62	281,465	348,692	-19.28
Broken Pitt	0	11,072	-100.00	0	18,476	-100.00	32,840	94,889	-65.39
<b>Key Items</b>									
24/300 Pitt	363,905	526,611	-30.90	1,903,184	2,984,097	-36.22	2,624,138	3,030,502	-13.41
6/10 Pitt	1,098,128	84,681	1196.78	1,213,915	302,825	300.86	236,798	627,619	-62.27
6/10 Sliced	265,336	357,024	-25.68	1,055,624	1,429,758	-26.17	722,620	1,253,474	-42.35
24/300 Whole	4,029	640	529.53	6,007	6,252	-3.92	10,042	12,268	-18.14
6/10 Whole	0	0	0.00	0	13,824	-100.00	6,789	16,055	-57.71
6/10 Wedged	0	0	0.00	0	13,143	-100.00	16,990	22,923	-25.88
2.25 Sliced	117,958	90,721	30.02	297,813	445,447	-33.14	210,030	259,820	-19.16
4.5 Chopped	53,375	39,061	36.65	157,775	138,553	13.87	254,388	302,211	-15.82

<u>Approximate Supply in Converted Cases</u>	
Total Inventory	4,414,891
Converted Storage	13,916,553
Approximate Supply	18,331,443

**Storage Report**  
**Month Ending November 30, 2007**

Whole Canning Sizes	
Size	Tons
Small	17,444
Medium	16,655
Large	19,061
Ex. Large	11,979
Ex.Large Sev. "C"	999
Jumbo	3,192
Colossal	3,160
Super Colossal	1,300
Orchard Run	0
Total Canning	73,791
Limited	15,993
Total	89,784
Total Converted (*155)	13,916,553

**Packout - Month Ending November 30, 2007**

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	4,029	0			4,029	4,029
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	4,029	0			4,029	
Conv. Total	0	4,029	0				4,029
Prior Year	0	640	0				640
<b>RIPE PITTED</b>							
Small	79,473	0	0			79,473	169,198
Medium	225,508	168,973	0			394,481	649,080
Large	93,154	188,344	0			281,498	386,669
Ex. Large	117,660	0	0			117,660	250,498
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	0	0			0	0
Colossal	0	0	0			0	0
Sup. Colossal	0	0	0			0	0
Green Ripe Whole	0	6,588	0			6,588	6,588
Total	515,795	363,905	0			879,700	
Conv. Total	1,098,128	363,905	0				1,462,033
Prior Year	84,681	526,611	1,325				612,617
<b>LIMITED</b>							
Segmented	0	0	0	0	0	0	0
Sliced	103,043	17,823	52,173	0	287,703	460,742	439,833
Chopped	0	0	0	68,871	0	68,871	53,375
Total	103,043	17,823	52,173	68,871	287,703	529,613	
Conv. Total	265,336	20,853	35,686	53,375	117,958		493,208
Prior Year	362,338	0	42,805	39,061	90,721		534,924
<b>BROKEN PITTED</b>							
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	11,072					11,072

Converted Total

1,959,270

**Cumulative Packout - Month Ending November 30, 2007**

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	6,007	0			6,007	6,007
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	6,007	0			6,007	
Conv. Total	0	6,007	0				6,007
Prior Year	13,824	6,252	0				20,076
<b>RIPE PITTED</b>							
Small	79,473	83,966	5,675			169,114	256,461
Medium	247,199	555,019	5,850			808,068	1,084,705
Large	96,018	591,345	8,538			695,901	800,728
Ex. Large	147,491	642,352	0			789,843	956,360
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	29,946	0			29,946	29,946
Total	570,181	1,903,184	20,063			2,493,428	
Conv. Total	1,213,915	1,903,184	11,657				3,128,756
Prior Year	302,825	2,984,097	5,791				3,292,713
<b>LIMITED</b>							
Segmented	0	0	0	0	0	0	0
Sliced	409,951	37,150	287,773	0	726,372	1,461,246	1,593,739
Chopped	0	0	987	203,580	0	204,567	158,989
Total	409,951	37,150	288,760	203,580	726,372	1,665,813	
Conv. Total	1,055,624	43,466	198,051	157,775	297,813		1,752,727
Prior Year	1,463,026	15,710	243,663	138,553	445,447		2,306,399
<b>BROKEN PITTED</b>							
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	18,476					18,476

Converted Total

4,887,490

**Inventory - Month Ending November 30, 2007**

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	0	0	0			0	0
Medium	0	394	0			394	394
Large	0	6,111	0			6,111	6,111
Ex. Large	0	227	0			227	227
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,112	532	0			3,644	7,157
Colossal	77	1,948	0			2,025	2,112
Super Colossal	0	830	0			830	830
Green Ripe Whole	0	0	0			0	0
Total	3,189	10,042	0			13,231	
Conv. Total	6,789	10,042	0				16,831
Prior Year	16,055	12,268	22				28,345
<b>RIPE PITTED</b>							
Small	7,892	369,944	7,359			385,195	391,022
Medium	55,435	558,986	23,754			638,175	690,808
Large	12,546	881,165	34,104			927,815	927,690
Ex. Large	23,399	600,954	0			624,353	650,770
Ex. Large Sev "C"	11	0	0			11	23
Jumbo	8,360	86,891	0			95,251	104,689
Colossal	2,168	66,867	0			69,035	71,483
Sup. Colossal	0	15,003	0			15,003	15,003
Green Ripe Whole	1,414	44,328	0			45,742	47,338
Total	111,225	2,624,138	65,217			2,800,580	
Conv. Total	236,798	2,624,138	37,891				2,898,827
Prior Year	627,619	3,030,502	41,822				3,699,942
<b>LIMITED</b>							
Segmented	6,598	0	0	0	1,605	8,203	17,648
Sliced	280,629	50,710	256,285	0	512,269	1,099,893	1,167,280
Chopped	6,680	229	754	328,243	0	335,906	281,465
Total	293,907	50,939	257,039	328,243	513,874	1,444,002	
Conv. Total	765,221	59,869	176,226	254,388	210,688		1,466,393
Prior Year	1,317,566	44,248	218,348	302,211	260,068		2,142,442
<b>BROKEN PITTED</b>							
Bkn. Pitted	68	32,695				32,763	32,840
Bkn. Pitted Green Ripe	0	0				0	0
Total	68	32,695				32,763	
Conv. Total	145	32,695					32,840
Prior Year	277	94,612					94,889

Converted Total

4,414,891

**Sales - Month Ending November 30, 2007**

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	536	0			536	536
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	228	0	0			228	485
Colossal	64	102	0			166	238
Super Colossal	0	51	0			51	51
Green Ripe Whole	0	0	0			0	0
Total	292	689	0			981	
Conv. Total	622	689	0				1,311
Prior Year	922	1,773	0				2,695
<b>RIPE PITTED</b>							
Small	600	104,126	1,600			106,326	106,333
Medium	12,219	419,295	1,612			433,126	446,246
Large	2,541	416,583	3,424			422,548	423,982
Ex. Large	8,093	122,461	0			130,554	139,691
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,387	51,741	0			53,128	54,694
Colossal	742	16,453	0			17,195	18,033
Sup. Colossal	0	1,881	0			1,881	1,881
Green Ripe Whole	0	3,650	0			3,650	3,650
Total	25,582	1,136,190	6,636			1,168,408	
Conv. Total	54,464	1,136,190	3,856				1,194,510
Prior Year	85,435	952,138	3,217				1,040,790
<b>LIMITED</b>							
Segmented	1,990	0	0	0	0	1,990	5,124
Sliced	79,767	7,246	85,524	0	256,522	429,059	377,550
Chopped	966	0	340	68,925	0	70,231	57,539
Total	82,723	7,246	85,864	68,925	256,522	501,280	
Conv. Total	214,228	8,478	58,917	53,417	105,174		440,213
Prior Year	282,044	9,122	53,283	29,069	62,197		435,716
<b>BROKEN PITTED</b>							
Bkn. Pitted	16	6,348				6,364	6,382
Bkn. Pitted Green Ripe	0	0				0	0
Total	16	6,348				6,364	
Conv. Total	34	6,348					6,382
Prior Year	0	11,883					11,883
Converted Total							1,642,416

**Cumulative Sales - Month Ending November 30, 2007**

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	0	102	0			102	102
Medium	0	1,375	0			1,375	1,375
Large	0	2,430	0			2,430	2,430
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,067	998	0			2,065	3,270
Colossal	178	894	0			1,072	1,273
Super Colossal	0	191	0			191	191
Green Ripe Whole	0	0	0			0	0
Total	1,245	5,990	0			7,235	
Conv. Total	2,651	5,990	0				8,641
Prior Year	4,694	7,314	0				12,008
<b>RIPE PITTED</b>							
Small	1,575	300,242	5,440			307,257	306,756
Medium	51,996	1,018,829	6,923			1,077,748	1,133,551
Large	13,041	1,105,066	8,735			1,126,842	1,137,905
Ex. Large	31,788	355,818	0			387,606	423,495
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,698	187,357	0			194,055	201,617
Colossal	2,267	43,617	0			45,884	48,443
Sup. Colossal	0	7,425	0			7,425	7,425
Green Ripe Whole	0	15,922	0			15,922	15,922
Total	107,365	3,034,276	21,098			3,162,739	
Conv. Total	228,580	3,034,276	12,258				3,275,114
Prior Year	367,289	3,173,516	11,184				3,551,988
<b>LIMITED</b>							
Segmented	7,237	0	0	0	1,400	8,637	19,209
Sliced	363,991	36,047	343,418	0	765,547	1,509,003	1,528,224
Chopped	3,894	680	1,870	174,542	0	180,986	154,098
Total	375,122	36,727	345,288	174,542	766,947	1,698,626	
Conv. Total	970,842	43,773	237,198	135,270	314,448		1,701,531
Prior Year	1,221,707	41,111	234,737	124,577	315,058		1,937,190
<b>BROKEN PITTED</b>							
Bkn. Pitted	68	25,564				25,632	25,709
Bkn. Pitted Green Ripe	0	0				0	0
Total	68	25,564				25,632	
Conv. Total	145	25,564					25,709
Prior Year	166	28,828					28,994

Converted Total

5,010,994

**Consecutive Sales - 12 Months Month Ending November 30, 2007**

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
<b>RIPE WHOLE</b>							
Small	0	102	0			102	102
Medium	0	1,868	0			1,868	1,868
Large	0	5,810	0			5,810	5,810
Ex. Large	0	-181	0			-181	-181
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,843	2,469	0			6,312	10,651
Colossal	383	1,705	0			2,088	2,520
Super Colossal	0	424	0			424	424
Green Ripe Whole	0	0	0			0	0
Total	4,226	12,197	0			16,423	
Conv. Total	8,997	12,197	0				21,194
Prior Year	14,113	16,069	13				30,195
<b>RIPE PITTED</b>							
Small	6,032	767,473	12,016			785,521	787,296
Medium	178,151	2,213,283	22,415			2,413,849	2,605,590
Large	54,063	2,745,311	20,892			2,820,266	2,872,549
Ex. Large	138,449	980,045	0			1,118,494	1,274,803
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	36,907	499,567	0			536,474	578,142
Colossal	8,758	126,564	0			135,322	145,210
Sup. Colossal	0	23,903	0			23,903	23,903
Green Ripe Whole	994	35,103	0			36,097	37,219
Total	423,354	7,391,249	55,323			7,869,926	
Conv. Total	901,321	7,391,249	32,143				8,324,712
Prior Year	1,101,868	7,963,902	35,639				9,101,409
<b>LIMITED</b>							
Segmented	21,721	0	0	0	4,800	26,521	57,900
Sliced	1,156,079	98,800	970,111	0	2,224,454	4,449,444	4,668,081
Chopped	11,926	1,435	4,769	480,581	0	498,711	427,413
Total	1,189,726	100,235	974,880	480,581	2,229,254	4,974,676	
Conv. Total	3,078,559	118,968	669,422	372,450	913,994		5,153,394
Prior Year	3,579,993	125,814	674,297	366,273	899,081		5,645,458
<b>BROKEN PITTED</b>							
Bkn. Pitted	302	68,420				68,722	69,063
Bkn. Pitted Green Ripe	0	0				0	0
Total	302	68,420				68,722	
Conv. Total	643	68,420					69,063
Prior Year	575	50,563					51,138

Converted Total

13,568,363