



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

Released: March 14, 2008 · Frequency: Monthly

Summary Report - Sales
Month Ending February 29, 2008
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	812,846	947,865	-14.24	7,726,925	8,806,247	-12.26	13,008,227	14,882,820	-12.60
Markets									
Consumer	545,614	654,972	-16.70	5,699,340	6,153,648	-7.38	9,252,082	10,231,753	-9.57
Food Service	267,232	292,893	-8.76	2,027,585	2,652,599	-23.56	3,756,145	4,651,066	-19.24
Styles									
Whole	1,057	1,353	-21.86	13,427	17,870	-24.87	20,118	28,468	-29.33
Pitted	440,742	544,756	-19.09	4,866,688	5,511,359	-11.70	7,956,916	9,122,637	-12.78
Wedged	4,473	4,298	4.09	33,131	34,565	-4.15	58,349	63,645	-8.32
Sliced	334,626	361,893	-7.53	2,528,389	2,935,562	-13.87	4,502,104	5,160,097	-12.75
Chopped	28,411	33,727	-15.76	245,777	262,443	-6.35	403,329	446,932	-9.76
Broken Pitted	3,536	1,839	92.31	39,513	44,449	-11.11	67,412	61,040	10.44
Key Items									
24/300 Pitted	373,856	475,263	-21.34	4,469,221	4,868,390	-8.20	7,131,320	7,997,919	-10.84
6/10 Pitted	58,081	67,570	-14.04	371,383	625,481	-40.62	785,931	1,092,426	-28.06
6/10 Sliced	200,657	216,784	-7.44	1,591,893	1,957,028	-18.66	2,857,820	3,429,290	-16.66
24/300 Whole	625	710	-11.97	8,400	10,142	-17.18	11,779	14,757	-20.18
6/10 Whole	432	643	-32.78	5,027	7,728	-34.96	8,339	13,711	-39.18
6/10 Wedged	4,228	4,298	-1.62	31,902	33,663	-5.23	55,726	61,759	-9.77
2.25 Sliced	80,224	86,603	-7.37	501,578	539,443	-7.02	874,443	939,975	-6.97
4.5 Chopped	23,950	30,160	-20.59	212,401	228,968	-7.24	345,190	384,187	-10.15

VIC TOLOMEO, Director
JACK RUTZ – SARAH HOFFMAN, Deputy Directors

DOUG FLOHR – COURTNEY CHARLES
Statisticians – Estimates Group

Comments or questions should be directed to:

USDA, NASS, California Field Office
P.O. Box 1258, Sacramento, CA 95812
Phone: (916) 498-5161 – Fax: (916) 498-5186

Summary Report - Packout and Inventory
Month Ending February 29, 2008
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	1,194,139	706,284	69.07	8,085,706	8,416,061	-3.93	4,908,277	5,448,225	-9.91
Markets									
Consumer	889,628	594,983	49.52	5,090,082	6,070,351	-16.15	4,012,075	3,994,115	0.45
Food Service	304,511	111,301	173.59	2,995,624	2,345,710	27.71	896,202	1,454,110	-38.37
Styles									
Whole	0	777	-100.00	7,049	20,853	-66.20	13,054	23,173	-43.67
Pitted	805,003	505,625	59.21	5,352,638	5,191,673	3.10	3,548,406	3,632,934	-2.33
Wedged	2,657	0	0.00	6,749	25,624	-73.66	10,400	21,822	-52.34
Sliced	333,190	182,417	82.65	2,424,310	2,916,522	-16.88	987,823	1,382,083	-28.53
Chopped	53,289	17,465	205.12	293,536	239,885	22.37	328,421	307,090	6.95
Broken Pitt	0	0	0.00	1,424	21,504	-93.38	20,174	81,123	-75.13
Key Items									
24/300 Pitt	731,262	446,506	63.77	3,894,291	4,774,954	-18.44	3,199,356	3,126,286	2.34
6/10 Pitt	67,939	50,634	34.18	1,438,197	399,085	260.37	317,076	459,675	-31.02
6/10 Sliced	222,735	60,667	267.14	1,520,865	1,865,363	-18.47	521,512	907,126	-42.51
24/300 Whole	0	777	-100.00	7,049	7,029	0.28	8,670	10,218	-15.15
6/10 Whole	0	0	0.00	0	13,824	-100.00	4,384	12,934	-66.11
6/10 Wedged	2,657	0	0.00	6,749	24,424	-72.37	10,400	20,373	-48.95
2.25 Sliced	99,640	31,415	217.18	493,588	612,357	-19.40	217,737	198,130	9.90
4.5 Chopped	40,572	17,465	132.31	256,588	187,033	37.19	280,613	246,135	14.01

Approximate Supply in Converted Cases

Total Inventory	4,908,277
Converted Storage	10,735,202
Approximate Supply	15,643,480

Storage Report
Month Ending February 29, 2008

Whole Canning Sizes	
Size	Tons
Small	14,776
Medium	13,897
Large	14,835
Ex. Large	5,104
Ex.Large Sev. "C"	972
Jumbo	2,888
Colossal	3,035
Super Colossal	1,296
Orchard Run	0
Total Canning	56,802
Limited	12,457

Total 69,259
Total Converted (*155) 10,735,202

Packout - Month Ending February 29, 2008

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	0	777	0				777
RIPE PITTED							
Small	2,076	18,253	4,990			25,319	25,572
Medium	4,137	94,142	0			98,279	102,950
Large	4,310	266,170	4,997			275,477	278,249
Ex. Large	21,388	347,243	0			368,631	392,778
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	4,448	0			4,448	4,448
Colossal	0	1,006	0			1,006	1,006
Sup. Colossal	0	0	0			0	0
Green Ripe Whole	0	0	0			0	0
Total	31,911	731,262	9,987			773,160	
Conv. Total	67,939	731,262	5,802				805,003
Prior Year	50,634	446,506	8,485				505,625
LIMITED							
Segmented	1,032	0	0	0	0	1,032	2,657
Sliced	86,499	0	15,811	0	243,025	345,335	333,190
Chopped	2,916	654	0	52,351	0	55,921	53,289
Total	90,447	654	15,811	52,351	243,025	402,288	
Conv. Total	236,572	1,537	10,815	40,572	99,640		389,136
Prior Year	60,667	29,227	61,109	17,465	31,415		199,882
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	0					0

Converted Total

1,194,139

Cumulative Packout - Month Ending February 29, 2008

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	1,042	0			1,042	1,042
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	7,049	0			7,049	
Conv. Total	0	7,049	0				7,049
Prior Year	13,824	7,029	0				20,853
RIPE PITTED							
Small	81,549	157,095	10,665			249,309	336,909
Medium	281,296	873,446	10,482			1,165,224	1,478,415
Large	105,687	1,163,648	13,535			1,282,870	1,396,519
Ex. Large	203,120	1,634,683	0			1,837,803	2,067,125
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,158	28,664	0			31,822	35,387
Colossal	717	6,688	0			7,405	8,214
Sup. Colossal	0	121	0			121	121
Green Ripe Whole	0	29,946	0			29,946	29,946
Total	675,527	3,894,291	34,682			4,604,500	
Conv. Total	1,438,197	3,894,291	20,150				5,352,638
Prior Year	399,085	4,774,954	17,634				5,191,673
LIMITED							
Segmented	2,621	0	0	0	0	2,621	6,749
Sliced	590,627	57,142	501,463	0	1,203,874	2,353,106	2,424,310
Chopped	7,776	1,767	2,425	331,081	0	343,049	293,536
Total	601,024	58,909	503,888	331,081	1,203,874	2,698,776	
Conv. Total	1,557,427	71,009	345,983	256,588	493,588		2,724,595
Prior Year	1,932,801	60,929	387,711	187,033	613,557		3,182,031
BROKEN PITTED							
Bkn. Pitted	0	1,424				1,424	1,424
Bkn. Pitted Green Ripe	0	0				0	0
Total	0	1,424				1,424	
Conv. Total	0	1,424					1,424
Prior Year	0	21,504					21,504

Converted Total

8,085,706

Inventory - Month Ending February 29, 2008

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	1,455	0			1,455	1,455
Large	0	4,543	0			4,543	4,543
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	2,049	414	0			2,463	4,776
Colossal	10	1,791	0			1,801	1,812
Super Colossal	0	467	0			467	467
Green Ripe Whole	0	0	0			0	0
Total	2,059	8,670	0			10,729	
Conv. Total	4,384	8,670	0				13,054
Prior Year	12,934	10,218	21				23,173
RIPE PITTED							
Small	9,079	270,253	17,004			296,336	299,462
Medium	55,009	615,455	22,464			692,928	745,621
Large	15,131	1,049,430	15,565			1,080,126	1,090,687
Ex. Large	58,176	1,097,052	0			1,155,228	1,220,909
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,270	79,200	0			87,470	96,807
Colossal	1,962	48,079	0			50,041	52,256
Sup. Colossal	0	4,333	0			4,333	4,333
Green Ripe Whole	1,305	35,554	0			36,859	38,332
Total	148,932	3,199,356	55,033			3,403,321	
Conv. Total	317,076	3,199,356	31,974				3,548,406
Prior Year	459,675	3,126,286	46,974				3,632,934
LIMITED							
Segmented	4,039	0	0	0	0	4,039	10,400
Sliced	202,529	47,464	282,223	0	531,066	1,063,282	987,823
Chopped	11,151	1,513	1,219	362,081	0	375,964	328,421
Total	217,719	48,977	283,442	362,081	531,066	1,443,285	
Conv. Total	574,666	59,088	194,540	280,613	217,737		1,326,644
Prior Year	980,861	67,915	216,505	246,135	199,578		1,710,994
BROKEN PITTED							
Bkn. Pitted	36	20,097				20,133	20,174
Bkn. Pitted Green Ripe	0	0				0	0
Total	36	20,097				20,133	
Conv. Total	77	20,097					20,174
Prior Year	641	80,482					81,123

Converted Total

4,908,277

Sales - Month Ending February 29, 2008

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	409	0			409	409
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	185	204	0			389	598
Colossal	18	0	0			18	38
Super Colossal	0	12	0			12	12
Green Ripe Whole	0	0	0			0	0
Total	203	625	0			828	
Conv. Total	432	625	0				1,057
Prior Year	643	710	0				1,353
RIPE PITTED							
Small	463	38,864	1,480			40,807	40,710
Medium	11,347	94,507	1,905			107,759	119,772
Large	2,337	155,750	11,770			169,857	167,564
Ex. Large	10,933	64,154	0			75,087	87,430
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,653	13,989	0			15,642	17,508
Colossal	436	3,997	0			4,433	4,925
Sup. Colossal	0	313	0			313	313
Green Ripe Whole	112	2,282	0			2,394	2,520
Total	27,281	373,856	15,155			416,292	
Conv. Total	58,081	373,856	8,805				440,742
Prior Year	67,570	475,263	1,923				544,756
LIMITED							
Segmented	1,642	0	0	0	598	2,240	4,473
Sliced	77,925	6,233	67,913	0	195,669	347,740	334,626
Chopped	1,000	0	510	30,903	0	32,413	28,411
Total	80,567	6,233	68,423	30,903	196,267	382,393	
Conv. Total	208,719	7,293	47,080	23,950	80,469		367,511
Prior Year	224,586	8,101	50,468	30,160	86,603		399,918
BROKEN PITTED							
Bkn. Pitted	0	3,536				3,536	3,536
Bkn. Pitted Green Ripe	0	0				0	0
Total	0	3,536				3,536	
Conv. Total	0	3,536					3,536
Prior Year	94	1,745					1,839

Converted Total

812,846

Cumulative Sales - Month Ending February 29, 2008

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	1,375	0			1,375	1,375
Large	0	3,930	0			3,930	3,930
Ex. Large	0	227	0			227	227
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	2,117	1,252	0			3,369	5,759
Colossal	244	932	0			1,176	1,451
Super Colossal	0	582	0			582	582
Green Ripe Whole	0	0	0			0	0
Total	2,361	8,400	0			10,761	
Conv. Total	5,027	8,400	0				13,427
Prior Year	7,728	10,142	0				17,870
RIPE PITTED							
Small	2,432	458,279	8,560			469,271	468,430
Medium	86,472	1,367,182	12,357			1,466,011	1,558,460
Large	20,782	1,682,551	23,979			1,727,312	1,740,728
Ex. Large	49,645	601,287	0			650,932	706,981
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	11,228	255,829	0			267,057	279,733
Colossal	3,769	64,290	0			68,059	72,314
Sup. Colossal	0	13,812	0			13,812	13,812
Green Ripe Whole	112	25,991	0			26,103	26,229
Total	174,440	4,469,221	44,896			4,688,557	
Conv. Total	371,383	4,469,221	26,085				4,866,688
Prior Year	625,481	4,868,390	17,488				5,511,359
LIMITED							
Segmented	12,389	0	0	0	2,998	15,387	33,131
Sliced	618,211	59,161	534,648	0	1,223,362	2,435,382	2,528,389
Chopped	7,086	1,156	2,839	274,066	0	285,147	245,777
Total	637,686	60,317	537,487	274,066	1,226,360	2,735,916	
Conv. Total	1,650,963	71,935	369,191	212,401	502,808		2,807,298
Prior Year	2,019,071	62,370	381,816	228,968	540,345		3,232,569
BROKEN PITTED							
Bkn. Pitted	100	39,300				39,400	39,513
Bkn. Pitted Green Ripe	0	0				0	0
Total	100	39,300				39,400	
Conv. Total	213	39,300					39,513
Prior Year	319	44,130					44,449

Converted Total

7,726,925

Consecutive Sales - 12 Months Month Ending February 29, 2008

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	1,582	0			1,582	1,582
Large	0	5,682	0			5,682	5,682
Ex. Large	0	227	0			227	227
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,492	2,006	0			5,498	9,440
Colossal	425	1,517	0			1,942	2,422
Super Colossal	0	663	0			663	663
Green Ripe Whole	0	0	0			0	0
Total	3,917	11,779	0			15,696	
Conv. Total	8,339	11,779	0				20,118
Prior Year	13,711	14,757	0				28,468
RIPE PITTED							
Small	4,826	753,802	13,096			771,724	771,685
Medium	166,152	2,117,533	23,340			2,307,025	2,484,831
Large	51,548	2,669,234	31,835			2,752,617	2,797,476
Ex. Large	114,903	991,334	0			1,106,237	1,235,962
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	23,573	427,777	0			451,350	477,964
Colossal	7,047	110,279	0			117,326	125,282
Sup. Colossal	0	24,647	0			24,647	24,647
Green Ripe Whole	1,106	36,714	0			37,820	39,069
Total	369,155	7,131,320	68,271			7,568,746	
Conv. Total	785,931	7,131,320	39,665				7,956,916
Prior Year	1,092,426	7,997,919	32,292				9,122,637
LIMITED							
Segmented	21,641	0	0	0	6,398	28,039	58,349
Sliced	1,109,833	103,744	948,041	0	2,132,788	4,294,406	4,502,104
Chopped	12,460	1,911	4,777	445,407	0	464,555	403,329
Total	1,143,934	105,655	952,818	445,407	2,139,186	4,787,000	
Conv. Total	2,961,317	125,871	654,336	345,190	877,066		4,963,781
Prior Year	3,544,295	120,653	679,678	384,187	941,861		5,670,675
BROKEN PITTED							
Bkn. Pitted	262	66,854				67,116	67,412
Bkn. Pitted Green Ripe	0	0				0	0
Total	262	66,854				67,116	
Conv. Total	558	66,854					67,412
Prior Year	634	60,406					61,040

Converted Total

13,008,227