



# 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 July 31, 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	1,292,834	917,343	40.93	13,433,946	14,087,549	-4.64	13,433,946	14,087,549	-4.64
<b>Markets</b>									
Consumer	903,761	622,544	45.17	9,799,858	9,706,390	0.96	9,799,858	9,706,390	0.96
Food Service	389,072	294,799	31.98	3,634,088	4,381,160	-17.05	3,634,088	4,381,160	-17.05
<b>Styles</b>									
Whole	1,519	694	118.84	21,604	24,562	-12.04	21,604	24,562	-12.04
Pitted	653,407	513,955	27.13	8,229,408	8,601,587	-4.33	8,229,408	8,601,587	-4.33
Wedged	4,294	4,953	-13.30	56,839	59,783	-4.92	56,839	59,783	-4.92
Sliced	590,131	358,021	64.83	4,667,100	4,909,276	-4.93	4,667,100	4,909,276	-4.93
Chopped	37,097	35,240	5.27	394,182	419,994	-6.15	394,182	419,994	-6.15
Broken Pitted	6,385	4,480	42.53	64,813	72,348	-10.41	64,813	72,348	-10.41
<b>Key Items</b>									
24/300 Pitted	593,130	452,556	31.06	7,531,221	7,530,489	0.01	7,531,221	7,530,489	0.01
6/10 Pitted	57,078	58,490	-2.41	648,898	1,040,029	-37.61	648,898	1,040,029	-37.61
6/10 Sliced	323,353	226,855	42.54	2,882,573	3,222,955	-10.56	2,882,573	3,222,955	-10.56
24/300 Whole	970	228	325.44	13,748	13,521	1.68	13,748	13,521	1.68
6/10 Whole	549	466	17.81	7,856	11,041	-28.85	7,856	11,041	-28.85
6/10 Wedged	4,130	4,707	-12.25	54,626	57,487	-4.98	54,626	57,487	-4.98
2.25 Sliced	185,273	64,208	188.55	996,636	912,308	9.24	996,636	912,308	9.24
4.5 Chopped	33,100	30,163	9.74	344,554	361,757	-4.76	344,554	361,757	-4.76

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 July 31, 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	1,117,588	574,320	94.59	14,561,742	13,474,292	8.07	5,845,596	5,158,770	13.31
<b>Markets</b>									
Consumer	741,750	461,560	60.71	9,479,125	9,812,955	-3.40	4,385,551	4,149,986	5.68
Food Service	375,839	112,760	233.31	5,082,617	3,661,338	38.82	1,460,045	1,008,784	44.73
<b>Styles</b>									
Whole	1,503	0	0.00	19,948	24,270	-17.81	16,917	19,486	-13.18
Pitted	711,835	430,467	65.36	9,324,700	8,330,265	11.94	4,143,829	3,647,336	13.61
Wedged	0	0	0.00	54,231	66,268	-18.16	34,059	36,954	-7.83
Sliced	369,984	121,290	205.04	4,618,981	4,644,654	-0.55	1,231,698	1,112,679	10.70
Chopped	34,266	21,504	59.35	520,010	382,446	35.97	402,438	283,705	41.85
Broken Pitt	0	1,059	-100.00	23,871	26,390	-9.54	16,654	58,610	-71.58
<b>Key Items</b>									
24/300 Pitt	576,548	395,042	45.95	7,317,192	7,628,142	-4.08	3,550,541	3,293,707	7.80
6/10 Pitt	135,287	33,702	301.42	1,961,288	678,110	189.23	557,261	314,615	77.12
6/10 Sliced	240,551	79,058	204.27	3,006,797	2,852,922	5.39	807,759	608,006	32.85
24/300 Whole	1,503	0	0.00	12,609	10,446	20.71	8,014	10,074	-20.45
6/10 Whole	0	0	0.00	7,339	13,824	-46.91	8,903	9,412	-5.41
6/10 Wedged	0	0	0.00	51,608	63,883	-19.21	32,422	35,720	-9.23
2.25 Sliced	48,130	17,100	181.47	838,788	1,018,370	-17.63	162,571	231,784	-29.86
4.5 Chopped	34,266	20,328	68.56	455,583	318,833	42.89	345,565	238,801	44.71

Approximate Supply in Converted Cases

Total Inventory	5,845,596
Converted Storage	4,270,233
Approximate Supply	10,115,829

**Storage Report**  
**Month Ending July 31, 2008**

Whole Canning Sizes	
Size	Tons
Small	8,466
Medium	4,320
Large	7,523
Ex. Large	1,080
Ex.Large Sev. "C"	299
Jumbo	1,133
Colossal	846
Super Colossal	466
Orchard Run	0
<b>Total Canning</b>	<b>24,133</b>
Limited	3,417
<b>Total</b>	<b>27,550</b>
Total Converted (*155)	4,270,233

**Packout - Month Ending July 31, 2008**

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	1,503	0			1,503	1,503
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	1,503	0			1,503	
Conv. Total	0	1,503	0				1,503
Prior Year	0	0	0				0
<b>RIPE PITTED</b>							
Small	39	166,938	0			166,977	167,021
Medium	50,373	276,152	0			326,525	383,396
Large	5,169	53,276	0			58,445	64,281
Ex. Large	0	75,680	0			75,680	75,680
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	7,704	2,694	0			10,398	19,096
Colossal	260	1,808	0			2,068	2,362
Sup. Colossal	0	0	0			0	0
Green Ripe Whole	0	0	0			0	0
Total	63,545	576,548	0			640,093	
Conv. Total	135,287	576,548	0				711,835
Prior Year	33,702	395,042	1,723				430,467
<b>LIMITED</b>							
Segmented	0	0	0	0	0	0	0
Sliced	93,418	1,297	116,645	0	117,391	328,751	369,984
Chopped	0	0	0	44,214	0	44,214	34,266
Total	93,418	1,297	116,645	44,214	117,391	372,965	
Conv. Total	240,551	1,517	79,785	34,266	48,130		404,250
Prior Year	79,058	0	26,308	20,328	17,100		142,794
<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	1,059					1,059

Converted Total

1,117,588

**Cumulative Packout - Month Ending July 31, 2008**

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	2,758	0			2,758	2,758
Large	0	7,510	0			7,510	7,510
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,334	823	0			4,157	7,921
Colossal	113	1,518	0			1,631	1,759
Super Colossal	0	0	0			0	0
Green Ripe Whole	0	0	0			0	0
Total	3,447	12,609	0			16,056	
Conv. Total	7,339	12,609	0				19,948
Prior Year	13,824	10,446	0				24,270
<b>RIPE PITTED</b>							
Small	81,588	518,397	20,049			620,034	703,746
Medium	400,466	2,274,611	33,050			2,708,127	3,146,405
Large	147,429	1,687,019	26,453			1,860,901	2,016,265
Ex. Large	232,184	2,281,174	0			2,513,358	2,775,494
Ex. Large Sev "C"	13,243	0	0			13,243	28,194
Jumbo	35,183	233,039	0			268,222	307,944
Colossal	11,132	263,589	0			274,721	287,289
Sup. Colossal	0	29,417	0			29,417	29,417
Green Ripe Whole	0	29,946	0			29,946	29,946
Total	921,225	7,317,192	79,552			8,317,969	
Conv. Total	1,961,288	7,317,192	46,220				9,324,700
Prior Year	678,110	7,628,142	24,013				8,330,265
<b>LIMITED</b>							
Segmented	20,042	0	0	0	6,398	26,440	54,231
Sliced	1,167,688	92,128	973,110	0	2,045,824	4,278,750	4,618,981
Chopped	14,307	1,767	4,408	587,849	0	608,331	520,010
Total	1,202,037	93,895	977,518	587,849	2,052,222	4,913,521	
Conv. Total	3,113,258	111,942	671,029	455,583	841,411		5,193,223
Prior Year	2,969,404	108,135	676,240	318,833	1,020,755		5,093,368
<b>BROKEN PITTED</b>							
Bkn. Pitted	344	23,139				23,483	23,871
Bkn. Pitted Green Ripe	0	0				0	0
Total	344	23,139				23,483	
Conv. Total	732	23,139					23,871
Prior Year	0	26,390					26,390

Converted Total

14,561,742

**Inventory - Month Ending July 31, 2008**

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	2,457	0			2,457	2,457
Large	0	3,935	0			3,935	3,935
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	4,078	398	0			4,476	9,080
Colossal	104	928	0			1,032	1,149
Super Colossal	0	194	0			194	194
Green Ripe Whole	0	0	0			0	0
Total	4,182	8,014	0			12,196	
Conv. Total	8,903	8,014	0				16,917
Prior Year	9,412	10,074	0				19,486
<b>RIPE PITTED</b>							
Small	6,874	363,848	15,157			385,879	387,289
Medium	113,862	1,093,050	31,046			1,237,958	1,353,500
Large	38,102	980,161	15,805			1,034,068	1,070,463
Ex. Large	56,846	679,286	0			736,132	800,311
Ex. Large Sev "C"	4,089	0	0			4,089	8,705
Jumbo	32,315	217,940	0			250,255	286,739
Colossal	8,642	172,453	0			181,095	190,852
Sup. Colossal	0	24,572	0			24,572	24,572
Green Ripe Whole	1,018	19,231	0			20,249	21,398
Total	261,748	3,550,541	62,008			3,874,297	
Conv. Total	557,261	3,550,541	36,027				4,143,829
Prior Year	314,615	3,293,707	39,014				3,647,336
<b>LIMITED</b>							
Segmented	12,591	0	0	0	3,993	16,584	34,059
Sliced	313,693	42,177	309,972	0	396,514	1,062,356	1,231,698
Chopped	13,836	830	1,525	445,890	0	462,081	402,438
Total	340,120	43,007	311,497	445,890	400,507	1,541,021	
Conv. Total	893,229	51,298	213,897	345,565	164,208		1,668,195
Prior Year	684,467	60,130	216,923	238,801	233,018		1,433,339
<b>BROKEN PITTED</b>							
Bkn. Pitted	306	16,003				16,309	16,654
Bkn. Pitted Green Ripe	0	0				0	0
Total	306	16,003				16,309	
Conv. Total	651	16,003					16,654
Prior Year	290	58,320					58,610

Converted Total

5,845,596

**Sales - Month Ending July 31, 2008**

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	341	0			341	341
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	250	102	0			352	634
Colossal	8	375	0			383	392
Super Colossal	0	152	0			152	152
Green Ripe Whole	0	0	0			0	0
Total	258	970	0			1,228	
Conv. Total	549	970	0				1,519
Prior Year	466	228	0				694
<b>RIPE PITTED</b>							
Small	230	58,796	1,160			60,186	59,960
Medium	12,459	183,309	2,775			198,543	211,446
Large	4,415	232,065	1,571			238,051	242,377
Ex. Large	6,845	84,946	0			91,791	99,519
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	2,082	24,346	0			26,428	28,779
Colossal	779	5,849	0			6,628	7,507
Sup. Colossal	0	871	0			871	871
Green Ripe Whole	0	2,948	0			2,948	2,948
Total	26,810	593,130	5,506			625,446	
Conv. Total	57,078	593,130	3,199				653,407
Prior Year	58,490	452,556	2,908				513,955
<b>LIMITED</b>							
Segmented	1,604	0	0	0	400	2,004	4,294
Sliced	125,574	19,256	86,222	0	451,885	682,937	590,131
Chopped	1,026	0	51	42,710	0	43,787	37,097
Total	128,204	19,256	86,273	42,710	452,285	728,728	
Conv. Total	331,417	22,530	59,039	33,100	185,437		631,522
Prior Year	235,783	9,018	58,796	30,163	64,454		398,215
<b>BROKEN PITTED</b>							
Bkn. Pitted	13	6,357				6,370	6,385
Bkn. Pitted Green Ripe	0	0				0	0
Total	13	6,357				6,370	
Conv. Total	28	6,357					6,385
Prior Year	60	4,420					4,480

Converted Total

1,292,834

**Cumulative Sales - Month Ending July 31, 2008**

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	204	0			204	204
Medium	0	1,747	0			1,747	1,747
Large	0	6,006	0			6,006	6,006
Ex. Large	0	227	0			227	227
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,428	2,802	0			6,230	10,100
Colossal	262	1,935	0			2,197	2,493
Super Colossal	0	827	0			827	827
Green Ripe Whole	0	0	0			0	0
Total	3,690	13,748	0			17,438	
Conv. Total	7,856	13,748	0				21,604
Prior Year	11,041	13,521	0				24,562
<b>RIPE PITTED</b>							
Small	4,094	776,082	23,972			804,148	798,726
Medium	147,680	2,217,016	28,247			2,392,943	2,547,838
Large	38,673	2,882,845	32,616			2,954,134	2,984,130
Ex. Large	84,865	1,050,496	0			1,135,361	1,231,174
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	21,377	433,463	0			454,840	478,975
Colossal	7,709	105,590	0			113,299	122,002
Sup. Colossal	0	23,565	0			23,565	23,565
Green Ripe Whole	392	42,164	0			42,556	42,999
Total	304,790	7,531,221	84,835			7,920,846	
Conv. Total	648,898	7,531,221	49,289				8,229,408
Prior Year	1,040,029	7,530,489	31,068				8,601,587
<b>LIMITED</b>							
Segmented	21,214	0	0	0	5,398	26,612	56,839
Sliced	1,119,446	108,979	965,475	0	2,430,819	4,624,719	4,667,100
Chopped	10,372	1,836	4,510	444,586	0	461,304	394,182
Total	1,151,032	110,815	969,985	444,586	2,436,217	5,112,635	
Conv. Total	2,976,966	131,820	665,932	344,554	998,849		5,118,121
Prior Year	3,329,425	116,306	666,961	361,757	914,604		5,389,052
<b>BROKEN PITTED</b>							
Bkn. Pitted	173	64,445				64,618	64,813
Bkn. Pitted Green Ripe	0	0				0	0
Total	173	64,445				64,618	
Conv. Total	368	64,445					64,813
Prior Year	664	71,684					72,348

Converted Total

13,433,946

**Consecutive Sales - 12 Months Month Ending July 31, 2008**

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	204	0			204	204
Medium	0	1,747	0			1,747	1,747
Large	0	6,006	0			6,006	6,006
Ex. Large	0	227	0			227	227
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,428	2,802	0			6,230	10,100
Colossal	262	1,935	0			2,197	2,493
Super Colossal	0	827	0			827	827
Green Ripe Whole	0	0	0			0	0
Total	3,690	13,748	0			17,438	
Conv. Total	7,856	13,748	0				21,604
Prior Year	11,041	13,521	0				24,562
<b>RIPE PITTED</b>							
Small	4,094	776,082	23,972			804,148	798,726
Medium	147,680	2,217,016	28,247			2,392,943	2,547,838
Large	38,673	2,882,845	32,616			2,954,134	2,984,130
Ex. Large	84,865	1,050,496	0			1,135,361	1,231,174
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	21,377	433,463	0			454,840	478,975
Colossal	7,709	105,590	0			113,299	122,002
Sup. Colossal	0	23,565	0			23,565	23,565
Green Ripe Whole	392	42,164	0			42,556	42,999
Total	304,790	7,531,221	84,835			7,920,846	
Conv. Total	648,898	7,531,221	49,289				8,229,408
Prior Year	1,040,029	7,530,489	31,068				8,601,587
<b>LIMITED</b>							
Segmented	21,214	0	0	0	5,398	26,612	56,839
Sliced	1,119,446	108,979	965,475	0	2,430,819	4,624,719	4,667,100
Chopped	10,372	1,836	4,510	444,586	0	461,304	394,182
Total	1,151,032	110,815	969,985	444,586	2,436,217	5,112,635	
Conv. Total	2,976,966	131,820	665,932	344,554	998,849		5,118,121
Prior Year	3,329,425	116,306	666,961	361,757	914,604		5,389,052
<b>BROKEN PITTED</b>							
Bkn. Pitted	173	64,445				64,618	64,813
Bkn. Pitted Green Ripe	0	0				0	0
Total	173	64,445				64,618	
Conv. Total	368	64,445					64,813
Prior Year	664	71,684					72,348

Converted Total

13,433,946