



California Monthly Olive Report

Cooperating with the California Department of Food and Agriculture
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Summary Report - Sales
Month Ending July 31, 2009
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	08/09	07/08	Percent Change	08/09	07/08	Percent Change	08/09	07/08	Percent Change
Total	1,056,489	1,292,834	-18.28	13,581,044	13,433,946	1.09	13,581,044	13,433,946	1.09
Markets									
Consumer	744,766	903,761	-17.59	10,164,999	9,799,858	3.73	10,164,999	9,799,858	3.73
Food Service	311,723	389,072	-19.88	3,416,046	3,634,088	-6.00	3,416,046	3,634,088	-6.00
Styles									
Whole	938	1,519	-38.25	16,589	21,604	-23.21	16,589	21,604	-23.21
Pitted	612,209	653,407	-6.31	8,604,683	8,229,408	4.56	8,604,683	8,229,408	4.56
Wedged	4,273	4,294	-0.50	45,079	56,839	-20.69	45,079	56,839	-20.69
Sliced	395,475	590,131	-32.99	4,462,250	4,667,100	-4.39	4,462,250	4,667,100	-4.39
Chopped	37,832	37,097	1.98	400,352	394,182	1.57	400,352	394,182	1.57
Broken Pitted	5,762	6,385	-9.76	52,091	64,813	-19.63	52,091	64,813	-19.63
Key Items									
24/300 Pitted	560,796	593,130	-5.45	7,974,402	7,531,221	5.88	7,974,402	7,531,221	5.88
6/10 Pitted	49,248	57,078	-13.72	600,778	648,898	-7.42	600,778	648,898	-7.42
6/10 Sliced	248,766	323,353	-23.07	2,717,089	2,882,573	-5.74	2,717,089	2,882,573	-5.74
24/300 Whole	476	970	-50.93	9,436	13,748	-31.36	9,436	13,748	-31.36
6/10 Whole	462	549	-15.85	7,153	7,856	-8.94	7,153	7,856	-8.94
6/10 Wedged	3,863	4,130	-6.48	42,209	54,626	-22.73	42,209	54,626	-22.73
2.25 Sliced	78,840	185,273	-57.45	931,468	996,636	-6.54	931,468	996,636	-6.54
4.25 Chopped	26,906	33,100	-18.71	340,328	344,554	-1.23	340,328	344,554	-1.23

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Summary Report - Packout and Inventory
Month Ending July 31, 2009
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	08/09	07/08	Percent Change	08/09	07/08	Percent Change	08/09	07/08	Percent Change
Total	850,678	1,117,588	-23.88	14,153,218	14,561,742	-2.81	6,272,741	5,845,596	7.31
Markets									
Consumer	606,783	741,750	-18.20	10,755,388	9,479,125	13.46	4,871,528	4,385,551	11.08
Food Service	243,895	375,839	-35.11	3,397,830	5,082,617	-33.15	1,401,214	1,460,045	-4.03
Styles									
Whole	0	1,503	-100.00	16,681	19,948	-16.38	16,194	16,917	-4.27
Pitted	572,434	711,835	-19.58	8,794,120	9,324,700	-5.69	4,275,021	4,143,829	3.17
Wedged	0	0	0.00	79,791	54,231	47.13	68,056	34,059	99.82
Sliced	269,911	369,984	-27.05	4,897,078	4,618,981	6.02	1,601,179	1,231,698	30.00
Chopped	8,333	34,266	-75.68	316,737	520,010	-39.09	299,261	402,438	-25.64
Broken Pitted	0	0	0.00	48,812	23,871	104.48	13,030	16,654	-21.76
Key Items									
24/300 Pitted	501,737	576,548	-12.98	8,381,019	7,317,192	14.54	3,904,919	3,550,541	9.98
6/10 Pitted	66,061	135,287	-51.17	388,606	1,961,288	-80.19	339,354	557,261	-39.10
6/10 Sliced	177,835	240,551	-26.07	2,896,144	3,006,797	-3.68	953,649	807,759	18.06
24/300 Whole	0	1,503	-100.00	13,394	12,609	6.23	11,221	8,014	40.02
6/10 Whole	0	0	0.00	3,287	7,339	-55.21	4,973	8,903	-44.14
6/10 Wedged	0	0	0.00	75,862	51,608	47.00	65,364	32,422	101.60
2.25 Sliced	58,350	48,130	21.23	1,085,814	838,788	29.45	309,494	162,571	90.37
4.25 Chopped	8,333	34,266	-75.68	261,489	455,583	-42.60	248,398	345,565	-28.12

*Conversion factor 24 1.25 oz changed as of December 2008.

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	6,272,741
Converted Storage	757,408
Approximate Supply*	7,030,149

Storage Report
Month Ending July 31, 2009

Whole Canning Sizes	
Size	Tons
Small	1,065
Medium	17
Large	1,069
Ex. Large	14
Ex.Large Sev. "C"	0
Jumbo	16
Colossal	415
Super Colossal	608
Orchard Run	0
Total Canning	3,203
Limited	1,683
Total	4,887
Total Converted (*155)	757,408

Packout – Month Ending July 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
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	1,503	0				1,503
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	16,306	2,243	1,520			20,069	37,842
Large	6,573	107,259	6,460			120,292	125,006
Ex. Large	8,150	382,260	0			390,410	399,611
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	9,975	0			9,975	9,975
Colossal	0	0	0			0	0
Sup. Colossal	0	0	0			0	0
Green Ripe Whole	0	0	0			0	0
Total	31,029	501,737	7,980			540,746	
Conv. Total	66,061	501,737	4,636				572,434
Prior Year	135,287	576,548	0				711,835
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	0	0	0	0	0	0	0
Sliced	69,062	0	49,307	0	142,318	260,687	269,911
Chopped	0	0	0	10,752	0	10,752	8,333
Total	69,062	0	49,307	10,752	142,318	271,439	
Conv. Total	177,835	0	33,726	8,333	58,350		278,244
Prior Year	240,551	1,517	79,785	34,266	48,130		404,249
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
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

850,678

*Conversion factor changed as of December 2008.

Cumulative Packout - Month Ending July 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	654	0			654	654
Large	0	6,104	0			6,104	6,104
Ex. Large	727	0	0			727	1,548
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	2,713	0			2,713	2,713
Colossal	817	2,539	0			3,356	4,278
Super Colossal	0	1,384	0			1,384	1,384
Green Ripe Whole	0	0	0			0	0
Total	1,544	13,394	0			14,938	
Conv. Total	3,287	13,394	0				16,681
Prior Year	7,339	12,609	0				19,948
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	483,930	1,541			485,471	484,825
Medium	75,914	2,097,461	16,783			2,190,158	2,268,833
Large	21,728	2,067,920	18,778			2,108,426	2,125,089
Ex. Large	57,190	2,926,815	0			2,984,005	3,048,573
Ex. Large Sev "C"	16,386	0	0			16,386	34,886
Jumbo	5,100	291,480	0			296,580	302,338
Colossal	4,087	273,610	0			277,697	282,311
Sup. Colossal	2,125	67,265	0			69,390	71,789
Green Ripe Whole	0	172,538	5,057			177,595	175,476
Total	182,530	8,381,019	42,159			8,605,708	
Conv. Total	388,606	8,381,019	24,494				8,794,120
Prior Year	1,961,288	7,317,192	46,220				9,324,700
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	29,461	0	0	0	9,582	39,043	79,791
Sliced	1,124,716	117,922	1,136,187	0	2,648,326	5,027,151	4,897,078
Chopped	8,850	2,135	13,252	337,405	0	361,642	316,737
Total	1,163,027	120,057	1,149,439	337,405	2,657,908	5,427,836	
Conv. Total	3,005,937	142,986	793,452	261,489	1,089,742		5,293,606
Prior Year	3,113,258	111,942	671,029	455,583	841,411		5,193,223
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	0	48,812				48,812	48,812
Bkn. Pitted Green Ripe	0	0				0	0
Total	0	48,812				48,812	
Conv. Total	0	48,812					48,812
Prior Year	732	23,139					23,871

Converted Total 14,153,218

*Conversion factor changed as of December 2008.

Inventory - Month Ending July 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	102	0			102	102
Medium	0	2,276	0			2,276	2,276
Large	0	4,924	0			4,924	4,924
Ex. Large	727	0	0			727	1,548
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,410	1,335	0			2,745	4,337
Colossal	199	1,208	0			1,407	1,632
Super Colossal	0	1,376	0			1,376	1,376
Green Ripe Whole	0	0	0			0	0
Total	2,336	11,221	0			13,557	
Conv. Total	4,973	11,221	0				16,194
Prior Year	8,903	8,014	0				16,917
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,108	332,278	5,081			340,467	341,847
Medium	64,499	903,547	32,016			1,000,062	1,059,467
Large	15,909	1,035,434	15,826			1,067,169	1,078,499
Ex. Large	41,475	1,003,027	0			1,044,502	1,091,327
Ex. Large Sev "C"	5,347	0	0			5,347	11,384
Jumbo	18,406	250,771	0			269,177	289,957
Colossal	8,527	174,174	0			182,701	192,328
Sup. Colossal	2,125	67,589	0			69,714	72,113
Green Ripe Whole	0	138,099	0			138,099	138,099
Total	159,396	3,904,919	52,923			4,117,238	
Conv. Total	339,354	3,904,919	30,748				4,275,021
Prior Year	557,261	3,550,541	36,027				4,143,829
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	25,384	0	0	0	6,566	31,950	68,056
Sliced	370,349	53,430	402,811	0	754,864	1,581,454	1,601,179
Chopped	9,794	1,191	8,548	320,514	0	340,047	299,261
Total	405,527	54,621	411,359	320,514	761,430	1,953,451	
Conv. Total	1,056,563	65,312	286,037	248,398	312,186		1,968,496
Prior Year	893,229	51,298	213,897	345,565	164,208		1,668,197
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	152	12,706				12,858	13,030
Bkn. Pitted Green Ripe	0	0				0	0
Total	152	12,706				12,858	
Conv. Total	324	12,706					13,030
Prior Year	651	16,003					16,654

Converted Total

6,272,741

*Conversion factor changed as of December 2008.

Sales - Month Ending July 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	451	0			451	451
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	217	10	0			227	472
Colossal	0	15	0			15	15
Super Colossal	0	0	0			0	0
Green Ripe Whole	0	0	0			0	0
Total	217	476	0			693	
Conv. Total	462	476	0				938
Prior Year	549	970	0				1,519
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	325	62,698.00	820			63,843	63,866
Medium	11,052	161,516.00	1,849			174,417	186,120
Large	2,166	224,724.00	1,058			227,948	229,950
Ex. Large	4,902	73,315.00	0			78,217	83,751
Ex. Large Sev "C"	2,618	0.00	0			2,618	5,574
Jumbo	1,639	27,164.00	0			28,803	30,653
Colossal	374	6,273.00	0			6,647	7,069
Sup. Colossal	0	85.00	0			85	85
Green Ripe Whole	56	5,021.00	0			5,077	5,140
Total	23,132	560,796	3,727			587,655	
Conv. Total	49,248	560,796	2,165				612,209
Prior Year	57,078	593,130	3,199				653,407
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	1,500	0	0	0	1,000	2,500	4,273
Sliced	96,608	8,886	84,024	0	192,293	381,811	395,475
Chopped	2,439	612	111	34,718	0	37,880	37,832
Total	100,547	9,498	84,135	34,718	193,293	422,191	
Conv. Total	261,979	11,835	57,609	26,906	79,250		437,580
Prior Year	331,417	22,530	59,039	33,100	185,437		631,523
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	16	5,728				5,744	5,762
Bkn. Pitted Green Ripe	0	0				0	0
Total	16	5,728				5,744	
Conv. Total	34	5,728					5,762
Prior Year	28	6,357					6,385

Converted Total 1,056,489

Cumulative Sales - Month Ending July 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	748	0			748	748
Large	0	5,068	0			5,068	5,068
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	2,849	1,829	0			4,678	7,895
Colossal	511	1,256	0			1,767	2,344
Super Colossal	0	535	0			535	535
Green Ripe Whole	0	0	0			0	0
Total	3,360	9,436	0			12,796	
Conv. Total	7,153	9,436	0				16,589
Prior Year	7,856	13,748	0				21,604
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,619	819,687	12,080			835,386	834,410
Medium	124,116	2,292,918	20,076			2,437,110	2,568,825
Large	44,530	3,148,063	18,624			3,211,217	3,253,688
Ex. Large	70,950	1,103,223	0			1,174,173	1,254,276
Ex. Large Sev "C"	9,539	0	0			9,539	20,309
Jumbo	21,728	439,756	0			461,484	486,015
Colossal	6,810	93,151	0			99,961	107,649
Sup. Colossal	0	25,076	0			25,076	25,076
Green Ripe Whole	896	52,528	0			53,424	54,436
Total	282,188	7,974,402	50,780			8,307,370	
Conv. Total	600,778	7,974,402	29,503				8,604,683
Prior Year	648,898	7,531,221	49,289				8,229,408
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	16,392	0	0	0	7,000	23,392	45,079
Sliced	1,055,180	106,021	1,008,259	0	2,271,873	4,441,333	4,462,250
Chopped	12,648	1,768	5,997	439,133	0	459,546	400,352
Total	1,084,220	107,789	1,014,256	439,133	2,278,873	4,924,271	
Conv. Total	2,807,790	128,199	697,025	340,328	934,338		4,907,681
Prior Year	2,976,966	131,820	665,932	344,554	998,849		5,118,121
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	152	51,767				51,919	52,091
Bkn. Pitted Green Ripe	0	0				0	0
Total	152	51,767				51,919	
Conv. Total	324	51,767					52,091
Prior Year	368	64,445					64,813

Converted Total 13,581,044

Consecutive Sales - 12 Months Month Ending July 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	748	0			748	748
Large	0	5,068	0			5,068	5,068
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	2,849	1,829	0			4,678	7,895
Colossal	511	1,256	0			1,767	2,344
Super Colossal	0	535	0			535	535
Green Ripe Whole	0	0	0			0	0
Total	3,360	9,436	0			12,796	
Conv. Total	7,153	9,436	0				16,589
Prior Year	7,856	13,748	0				21,604
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,619	819,687	12,080			835,386	834,410
Medium	124,116	2,292,918	20,076			2,437,110	2,568,825
Large	44,530	3,148,063	18,624			3,211,217	3,253,688
Ex. Large	70,950	1,103,223	0			1,174,173	1,254,276
Ex. Large Sev "C"	9,539	0	0			9,539	20,309
Jumbo	21,728	439,756	0			461,484	486,015
Colossal	6,810	93,151	0			99,961	107,649
Sup. Colossal	0	25,076	0			25,076	25,076
Green Ripe Whole	896	52,528	0			53,424	54,436
Total	282,188	7,974,402	50,780			8,307,370	
Conv. Total	600,778	7,974,402	29,503				8,604,683
Prior Year	648,898	7,531,221	49,289				8,229,408
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	16,392	0	0	0	7,000	23,392	45,079
Sliced	1,055,180	106,021	1,008,259	0	2,271,873	4,441,333	4,462,250
Chopped	12,648	1,768	5,997	439,133	0	459,546	400,352
Total	1,084,220	107,789	1,014,256	439,133	2,278,873	4,924,271	
Conv. Total	2,807,790	128,199	697,025	340,328	934,338		4,907,681
Prior Year	2,976,966	131,820	665,932	344,554	998,849		5,118,121
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	152	51,767				51,919	52,091
Bkn. Pitted Green Ripe	0	0				0	0
Total	152	51,767				51,919	
Conv. Total	324	51,767					52,091
Prior Year	368	64,445					64,813

Converted Total

13,581,044