



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, 2009
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	09/10	08/09	Percent Change	09/10	08/09	Percent Change	09/10	08/09	Percent Change
Total	1,152,083	1,333,375	-13.60	2,179,623	2,431,178	-10.35	13,329,490	13,842,732	-3.71
Markets									
Consumer	868,600	983,655	-11.70	1,639,190	1,795,346	-8.70	10,008,844	10,194,807	-1.82
Food Service	283,483	349,720	-18.94	540,433	635,832	-15.00	3,320,646	3,647,925	-8.97
Styles									
Whole	821	1,687	-51.31	3,222	3,048	5.72	16,764	20,044	-16.36
Pitted	728,762	827,838	-11.97	1,350,392	1,523,155	-11.34	8,431,921	8,595,467	-1.90
Wedged	3,145	4,596	-31.57	5,439	9,330	-41.71	41,188	56,800	-27.49
Sliced	386,978	449,131	-13.84	754,674	812,158	-7.08	4,404,766	4,703,110	-6.34
Chopped	28,977	46,213	-37.30	59,399	76,822	-22.68	382,929	408,102	-6.17
Broken Pitted	3,400	3,911	-13.06	6,497	6,666	-2.53	51,922	59,209	-12.31
Key Items									
24/300 Pitted	679,066	762,101	-10.90	1,259,052	1,399,372	-10.03	7,834,082	7,884,011	-0.63
6/10 Pitted	47,809	62,946	-24.05	87,523	117,964	-25.81	570,338	661,853	-13.83
6/10 Sliced	230,414	273,311	-15.70	444,216	489,806	-9.31	2,671,498	2,875,152	-7.08
24/300 Whole	434	1,001	-56.64	2,311	1,353	70.81	10,394	11,737	-11.44
6/10 Whole	387	686	-43.52	911	1,695	-46.24	6,370	8,307	-23.32
6/10 Wedged	2,817	4,432	-36.44	4,947	8,920	-44.55	38,236	54,423	-29.74
2.25 Sliced	83,182	92,674	-10.24	168,688	169,903	-0.72	930,253	1,030,281	-9.71
4.25 Chopped	26,972	35,516	-24.06	55,847	56,900	-1.85	339,275	349,683	-2.98

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Summary Report - Packout and Inventory
Month Ending September 30, 2009
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	09/10	08/09	Percent Change	09/10	08/09	Percent Change	09/10	08/09	Percent Change
Total	613,041	1,618,432	-62.12	921,962	2,509,908	-63.27	5,020,899	5,884,093	-14.67
Markets									
Consumer	477,763	1,037,054	-53.93	605,128	1,773,778	-65.88	3,846,472	4,335,482	-11.28
Food Service	135,278	581,378	-76.73	316,834	736,130	-56.96	1,174,427	1,548,611	-24.16
Styles									
Whole	2,987	0	0.00	2,987	6,239	-52.12	15,861	19,650	-19.28
Pitted	409,842	737,084	-44.40	417,154	1,278,173	-67.36	3,345,984	3,883,210	-13.83
Wedged	0	0	0.00	0	0	0.00	62,534	24,557	154.65
Sliced	175,245	859,363	-79.61	473,141	1,188,217	-60.18	1,317,612	1,589,665	-17.11
Chopped	17,619	21,986	-19.86	21,332	27,440	-22.26	263,813	348,450	-24.29
Broken Pitted	7,348	0	0.00	7,348	9,840	-25.33	15,095	18,560	-18.67
Key Items									
24/300 Pitted	399,527	716,161	-44.21	406,839	1,255,191	-67.59	3,056,989	3,392,507	-9.89
6/10 Pitted	10,315	20,726	-50.23	10,315	22,785	-54.73	261,999	460,415	-43.10
6/10 Sliced	119,691	560,652	-78.65	301,247	712,379	-57.71	807,770	1,020,264	-20.83
24/300 Whole	0	0	0.00	0	5,272	-100.00	8,833	11,494	-23.15
6/10 Whole	2,987	0	0.00	2,987	967	209.03	7,028	8,156	-13.83
6/10 Wedged	0	0	0.00	0	0	0.00	60,335	23,330	158.62
2.25 Sliced	36,697	141,583	-74.08	93,917	287,909	-67.38	237,366	277,927	-14.59
4.25 Chopped	15,334	21,986	-30.25	19,047	27,440	-30.59	214,089	311,312	-31.23

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

Approximate Supply in Converted Cases	
Total Inventory*	5,020,899
Converted Storage	2,089,352
Approximate Supply*	7,110,251

Storage Report
Month Ending September 30, 2009

Whole Canning Sizes	
Size	Tons
Small	1,554
Medium	1,390
Large	2,444
Ex. Large	5,544
Ex.Large Sev. "C"	100
Jumbo	289
Colossal	480
Super Colossal	656
Orchard Run	0
Total Canning	12,458
Limited	1,022
Total	13,480
Total Converted (*155)	2,089,352

Packout - Month Ending September 30, 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	792	0	0				792	1,686
Colossal	611	0	0				611	1,301
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	1,403	0	0				1,403	
Conv. Total	2,987	0	0					2,987
Prior Year	0	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	9,394	0				9,394	9,394
Large	0	67,425	0				67,425	67,425
Ex. Large	4,845	268,250	0				273,095	278,565
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	7,073	0				7,073	7,073
Colossal	0	15,725	0				15,725	15,725
Sup. Colossal	0	31,660	0				31,660	31,660
Green Ripe Whole	0	0	0				0	0
Total	4,845	399,527	0				404,372	
Conv. Total	10,315	399,527	0					409,842
Prior Year	20,726	716,161	0					736,887
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	46,482	0	27,568	0	89,506		163,556	175,245
Chopped	596	0	0	19,786	0		20,382	17,619
Total	47,078	0	27,568	19,786	89,506		183,938	
Conv. Total	121,976	0	18,857	15,334	36,697			192,864
Prior Year	560,652	34,389	122,739	21,986	141,583			881,349
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	7,348					7,348	7,348
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	7,348					7,348	
Conv. Total	0	7,348						7,348
Prior Year	0	0						0

Converted Total

613,041

*Conversion factor changed as of December 2008.

Cumulative Packout - Month Ending September 30, 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	792	0	0				792	1,686
Colossal	611	0	0				611	1,301
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	1,403	0	0				1,403	
Conv. Total	2,987	0	0					2,987
Prior Year	967	5,272	0					6,239
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	11,682	0				11,682	11,682
Large	0	72,449	0				72,449	72,449
Ex. Large	4,845	268,250	0				273,095	278,565
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	7,073	0				7,073	7,073
Colossal	0	15,725	0				15,725	15,725
Sup. Colossal	0	31,660	0				31,660	31,660
Green Ripe Whole	0	0	0				0	0
Total	4,845	406,839	0				411,684	
Conv. Total	10,315	406,839	0					417,154
Prior Year	22,785	1,255,191	0					1,277,976
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	116,989	11,185	94,869	0	229,066		452,109	473,141
Chopped	596	0	0	24,577	0		25,173	21,332
Total	117,585	11,185	94,869	24,577	229,066		477,282	
Conv. Total	303,532	13,086	64,890	19,047	93,917			494,473
Prior Year	712,379	37,231	150,699	27,440	287,909			1,215,657
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	7,348					7,348	7,348
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	7,348					7,348	
Conv. Total	0	7,348						7,348
Prior Year	0	9,840						9,840

Converted Total

921,962

*Conversion factor changed as of December 2008.

Inventory - Month Ending September 30, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	1,878	0				1,878	1,878
Large	0	3,959	0				3,959	3,959
Ex. Large	727	0	0				727	1,548
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,876	621	0				2,497	4,615
Colossal	698	994	0				1,692	2,480
Super Colossal	0	1,279	0				1,279	1,279
Green Ripe Whole	0	0	0				0	0
Total	3,301	8,833	0				12,134	
Conv. Total	7,028	8,833	0					15,861
Prior Year	8,156	11,494	0					19,650
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,430	276,877	3,539				282,846	284,107
Medium	45,203	646,101	30,091				721,395	759,821
Large	12,176	771,219	12,834				796,229	804,598
Ex. Large	36,392	774,357	0				810,749	851,836
Ex. Large Sev "C"	2,314	0	0				2,314	4,927
Jumbo	15,099	240,455	0				255,554	272,601
Colossal	7,323	129,237	0				136,560	144,828
Sup. Colossal	2,125	90,001	0				92,126	94,525
Green Ripe Whole	0	128,742	0				128,742	128,742
Total	123,062	3,056,989	46,464				3,226,515	
Conv. Total	261,999	3,056,989	26,996					3,345,984
Prior Year	460,415	3,392,507	30,091					3,883,013
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	23,431	0	0	0	5,365		28,796	62,534
Sliced	313,697	47,563	316,999	0	578,942		1,257,201	1,317,612
Chopped	9,661	1,191	8,036	276,244	0		295,132	263,813
Total	346,789	48,754	325,035	276,244	584,307		1,581,129	
Conv. Total	905,145	58,448	226,712	214,089	239,566			1,643,959
Prior Year	1,079,422	59,655	233,129	311,312	279,154			1,962,672
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	120	14,840					14,960	15,095
Bkn. Pitted Green Ripe	0	0					0	0
Total	120	14,840					14,960	
Conv. Total	255	14,840						15,095
Prior Year	617	17,943						18,560

Converted Total 5,020,899

*Conversion factor changed as of December 2008.

Sales - Month Ending September 30, 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	298	0				298	298
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	150	102	0				252	421
Colossal	32	0	0				32	68
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
Total	182	434	0				616	
Conv. Total	387	434	0					821
Prior Year	686	1,001	0					1,687
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	461	72,716	880				74,057	74,209
Medium	10,416	203,960	1,169				215,545	226,815
Large	2,474	262,244	1,199				265,917	268,208
Ex. Large	5,199	88,718	0				93,917	99,787
Ex. Large Sev "C"	1,568	0	0				1,568	3,338
Jumbo	1,606	35,447	0				37,053	38,866
Colossal	732	5,931	0				6,663	7,489
Sup. Colossal	0	4,583	0				4,583	4,583
Green Ripe Whole	0	5,467	0				5,467	5,467
Total	22,456	679,066	3,248				704,770	
Conv. Total	47,809	679,066	1,887					728,762
Prior Year	62,946	762,101	2,791					827,838
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,094	0	0	0	800		1,894	3,145
Sliced	89,481	8,782	92,262	0	202,884		393,409	386,978
Chopped	523	0	0	34,802	0		35,325	28,977
Total	91,098	8,782	92,262	34,802	203,684		430,628	
Conv. Total	235,236	10,275	63,107	26,972	83,510			419,100
Prior Year	286,089	17,418	68,080	35,516	92,838			499,941
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	24	3,349					3,373	3,400
Bkn. Pitted Green Ripe	0	0					0	0
Total	24	3,349					3,373	
Conv. Total	51	3,349						3,400
Prior Year	0	3,911						3,911

Converted Total

1,152,083

Cumulative Sales - Month Ending September 30, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	398	0				398	398
Large	0	885	0				885	885
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	396	714	0				1,110	1,557
Colossal	32	214	0				246	282
Super Colossal	0	100	0				100	100
Green Ripe Whole	0	0	0				0	0
Total	428	2,311	0				2,739	
Conv. Total	911	2,311	0					3,222
Prior Year	1,695	1,353	0					3,048
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	675	129,357	1,500				131,532	131,666
Medium	19,267	379,315	2,049				400,631	421,525
Large	4,577	492,524	3,021				500,122	504,024
Ex. Large	9,082	167,115	0				176,197	186,451
Ex. Large Sev "C"	3,016	0	0				3,016	6,421
Jumbo	3,300	64,779	0				68,079	71,805
Colossal	1,193	11,796	0				12,989	14,336
Sup. Colossal	0	4,750	0				4,750	4,750
Green Ripe Whole	0	9,416	0				9,416	9,416
Total	41,110	1,259,052	6,570				1,306,732	
Conv. Total	87,523	1,259,052	3,817					1,350,392
Prior Year	117,964	1,399,372	5,819					1,523,155
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,921	0	0	0	1,200		3,121	5,439
Sliced	172,511	15,201	181,264	0	411,434		780,410	754,674
Chopped	722	0	638	72,060	0		73,420	59,399
Total	175,154	15,201	181,902	72,060	412,634		856,951	
Conv. Total	451,931	17,785	124,769	55,847	169,180			819,511
Prior Year	516,140	29,182	125,774	56,900	170,313			898,309
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	32	6,429					6,461	6,497
Bkn. Pitted Green Ripe	0	0					0	0
Total	32	6,429					6,461	
Conv. Total	68	6,429						6,497
Prior Year	34	6,632						6,666

Converted Total

2,179,623

Consecutive Sales - 12 Months Month Ending September 30, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	806	0				806	806
Large	0	5,196	0				5,196	5,196
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,507	2,339	0				4,846	7,676
Colossal	485	1,443	0				1,928	2,476
Super Colossal	0	610	0				610	610
Green Ripe Whole	0	0	0				0	0
Total	2,992	10,394	0				13,386	
Conv. Total	6,370	10,394	0					16,764
Prior Year	8,307	11,737	0					20,044
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,478	821,224	11,080				835,782	835,066
Medium	118,547	2,209,726	17,481				2,345,754	2,472,269
Large	39,127	3,125,902	18,773				3,183,802	3,220,110
Ex. Large	66,048	1,088,230	0				1,154,278	1,228,846
Ex. Large Sev "C"	12,555	0	0				12,555	26,730
Jumbo	20,956	422,535	0				443,491	467,150
Colossal	6,507	90,971	0				97,478	104,824
Sup. Colossal	0	20,282	0				20,282	20,282
Green Ripe Whole	672	55,212	0				55,884	56,643
Total	267,890	7,834,082	47,334				8,149,306	
Conv. Total	570,338	7,834,082	27,501					8,431,921
Prior Year	661,853	7,884,011	49,603					8,595,467
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	14,849	0	0	0	7,200		22,049	41,188
Sliced	1,037,475	97,646	1,006,973	0	2,268,909		4,411,003	4,404,766
Chopped	8,828	1,088	5,895	437,774	0		453,585	382,929
Total	1,061,152	98,734	1,012,868	437,774	2,276,109		4,886,637	
Conv. Total	2,743,581	116,803	696,020	339,275	933,205			4,828,883
Prior Year	2,977,473	135,674	672,524	349,683	1,032,658			5,168,012
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	168	51,564					51,732	51,922
Bkn. Pitted Green Ripe	0	0					0	0
Total	168	51,564					51,732	
Conv. Total	358	51,564						51,922
Prior Year	292	58,917						59,209

Converted Total

13,329,490