



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 October 31, 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	1,417,356	1,342,742	5.56	3,596,979	3,773,920	-4.69	13,404,104	13,839,287	-3.14
Markets									
Consumer	1,129,898	1,061,597	6.43	2,769,088	2,856,943	-3.08	10,077,144	10,221,092	-1.41
Food Service	287,458	281,145	2.25	827,891	916,977	-9.72	3,326,960	3,618,196	-8.05
Styles									
Whole	1,828	1,971	-7.28	5,050	5,019	0.61	16,620	19,293	-13.85
Pitted	990,518	932,538	6.22	2,340,910	2,455,693	-4.67	8,489,901	8,604,496	-1.33
Wedged	3,194	3,806	-16.07	8,633	13,136	-34.28	40,577	55,890	-27.40
Sliced	384,442	368,311	4.38	1,139,116	1,180,469	-3.50	4,420,897	4,696,894	-5.88
Chopped	34,586	29,072	18.97	93,985	105,894	-11.25	388,443	403,518	-3.74
Broken Pitted	2,788	7,043	-60.41	9,285	13,709	-32.27	47,667	59,196	-19.48
Key Items									
24/300 Pitted	952,325	874,341	8.92	2,211,377	2,273,713	-2.74	7,912,066	7,906,848	0.07
6/10 Pitted	36,078	54,549	-33.86	123,601	172,513	-28.35	551,867	647,295	-14.74
6/10 Sliced	246,894	221,556	11.44	691,109	711,362	-2.85	2,696,836	2,862,058	-5.77
24/300 Whole	1,225	1,422	-13.85	3,536	2,775	27.42	10,197	11,222	-9.13
6/10 Whole	603	549	9.75	1,514	2,244	-32.54	6,423	8,071	-20.42
6/10 Wedged	2,948	3,314	-11.03	7,895	12,234	-35.47	37,871	53,349	-29.01
2.25 Sliced	75,287	77,770	-3.19	243,975	247,673	-1.49	927,770	1,035,609	-10.41
4.25 Chopped	33,651	27,533	22.22	89,497	84,432	6.00	345,393	347,133	-0.50

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Summary Report - Packout and Inventory
Month Ending October 31, 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	1,262,021	1,563,270	-19.27	2,183,983	4,073,178	-46.38	4,809,042	6,046,203	-20.46
Markets									
Consumer	1,124,925	1,319,641	-14.76	1,730,053	3,093,418	-44.07	3,797,518	4,544,328	-16.43
Food Service	137,096	243,629	-43.73	453,930	979,759	-53.67	1,011,524	1,501,875	-32.65
Styles									
Whole	1,245	1,548	-19.54	4,232	7,786	-45.64	13,977	19,213	-27.25
Pitted	989,080	1,173,009	-15.68	1,406,234	2,451,182	-42.63	3,307,995	4,080,650	-18.93
Wedge	0	0	0.00	0	0	0.00	59,229	20,760	185.31
Sliced	260,920	352,309	-25.94	734,060	1,540,526	-52.35	1,178,562	1,558,663	-24.39
Chopped	10,776	36,404	-70.40	32,109	63,843	-49.71	236,777	354,268	-33.16
Broken Pitted	0	0	0.00	7,348	9,840	-25.33	12,502	12,647	-1.14
Key Items									
24/300 Pitted	980,860	1,149,265	-14.65	1,387,699	2,404,653	-42.29	3,049,393	3,624,659	-15.87
6/10 Pitted	5,548	20,807	-73.34	15,863	43,591	-63.61	231,054	426,609	-45.84
6/10 Sliced	130,303	216,413	-39.79	431,549	928,792	-53.54	683,578	1,006,016	-32.05
24/300 Whole	0	0	0.00	0	5,272	-100.00	7,607	10,067	-24.44
6/10 Whole	1,245	1,548	-19.54	4,232	2,514	68.36	6,370	9,146	-30.35
6/10 Wedged	0	0	0.00	0	0	0.00	57,276	20,026	186.01
2.25 Sliced	84,113	81,400	3.33	178,030	369,309	-51.79	240,760	277,062	-13.10
4.25 Chopped	10,776	30,292	-64.43	29,824	57,732	-48.34	191,102	312,613	-38.87

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	4,809,042
Converted Storage	2,580,463
Approximate Supply*	7,389,505

Storage Report
Month Ending October 31, 2009

Whole Canning Sizes	
Size	Tons
Small	1,945
Medium	2,015
Large	3,161
Ex. Large	5,985
Ex.Large Sev. "C"	151
Jumbo	448
Colossal	674
Super Colossal	924
Orchard Run	0
Total Canning	15,303
Limited	1,345

Total 16,648
Total Converted (*155) 2,580,463

Packout - Month Ending October 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	585	0	0				585	1,245
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	585	0	0				585	
Conv. Total	1,245	0	0					1,245
Prior Year	1,548	0	0					1,548
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	694	106,312	0				107,006	107,790
Large	1,912	296,799	4,598				303,309	303,541
Ex. Large	0	539,499	0				539,499	539,499
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	14,825	0				14,825	14,825
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	23,425	0				23,425	23,425
Total	2,606	980,860	4,598				988,064	
Conv. Total	5,548	980,860	2,671					989,080
Prior Year	20,807	1,140,617	2,938					1,164,362
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	50,603	0	67,988	0	205,154		323,745	260,920
Chopped	0	0	0	13,905	0		13,905	10,776
Total	50,603	0	67,988	13,905	205,154		337,650	
Conv. Total	130,303	0	46,504	10,776	84,113			271,696
Prior Year	221,275	0	55,745	30,292	81,400			388,712
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

1,262,021

Cumulative Packout - Month Ending October 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	792	0	0				792	1,686
Colossal	1,196	0	0				1,196	2,546
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	1,988	0	0				1,988	
Conv. Total	4,232	0	0					4,232
Prior Year	2,514	5,272	0					7,786
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	694	117,994	0				118,688	119,472
Large	1,912	369,248	4,598				375,758	375,990
Ex. Large	4,845	807,749	0				812,594	818,064
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	21,898	0				21,898	21,898
Colossal	0	15,725	0				15,725	15,725
Sup. Colossal	0	31,660	0				31,660	31,660
Green Ripe Whole	0	23,425	0				23,425	23,425
Total	7,451	1,387,699	4,598				1,399,748	
Conv. Total	15,863	1,387,699	2,671					1,406,234
Prior Year	43,591	2,395,808	2,938					2,442,337
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	167,592	11,185	162,857	0	434,220		775,854	734,060
Chopped	596	0	0	38,482	0		39,078	32,109
Total	168,188	11,185	162,857	38,482	434,220		814,932	
Conv. Total	433,834	13,086	111,394	29,824	178,030			766,169
Prior Year	933,654	37,231	206,444	57,732	369,309			1,604,370
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

2,183,983

Inventory - Month Ending October 31, 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	3,009	0				3,009	3,009
Ex. Large	727	0	0				727	1,548
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,649	498	0				2,147	4,009
Colossal	616	892	0				1,508	2,203
Super Colossal	0	1,228	0				1,228	1,228
Green Ripe Whole	0	0	0				0	0
Total	2,992	7,607	0				10,599	
Conv. Total	6,370	7,607	0					13,977
Prior Year	9,146	10,067	0					19,213
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,477	247,252	2,412				252,141	253,927
Medium	37,619	575,655	29,115				642,389	672,662
Large	12,177	763,950	15,887				792,014	799,105
Ex. Large	31,726	908,066	0				939,792	975,611
Ex. Large Sev "C"	2,299	0	0				2,299	4,895
Jumbo	13,203	241,562	0				254,765	269,671
Colossal	6,901	87,125	0				94,026	101,817
Sup. Colossal	2,125	84,695	0				86,820	89,219
Green Ripe Whole	0	141,088	0				141,088	141,088
Total	108,527	3,049,393	47,414				3,205,334	
Conv. Total	231,054	3,049,393	27,548					3,307,995
Prior Year	426,609	3,618,712	29,382					4,074,703
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	22,243	0	0	0	4,765		27,008	59,229
Sliced	265,467	40,660	302,123	0	587,220		1,195,470	1,178,562
Chopped	8,605	1,191	8,036	246,583	0		264,415	236,777
Total	296,315	41,851	310,159	246,583	591,985		1,486,893	
Conv. Total	773,845	50,371	216,536	191,102	242,714			1,474,568
Prior Year	1,065,536	49,246	228,500	312,613	277,797			1,933,692
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	120	12,247					12,367	12,502
Bkn. Pitted Green Ripe	0	0					0	0
Total	120	12,247					12,367	
Conv. Total	255	12,247						12,502
Prior Year	583	12,064						12,647

Converted Total

4,809,042

Sales - Month Ending October 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	950	0			950	950
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	227	122	0			349	605
Colossal	56	102	0			158	221
Super Colossal	0	51	0			51	51
Green Ripe Whole	0	0	0			0	0
Total	283	1,225	0			1,508	
Conv. Total	603	1,225	0				1,828
Prior Year	549	1,422	0				1,971
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	174	75,709	1,127			77,010	76,734
Medium	8,593	357,554	971			367,118	376,413
Large	1,725	360,252	1,542			363,519	364,820
Ex. Large	3,817	101,240	0			105,057	109,366
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	2,219	39,241	0			41,460	43,965
Colossal	418	5,775	0			6,193	6,665
Sup. Colossal	0	2,126	0			2,126	2,126
Green Ripe Whole	0	10,428	0			10,428	10,428
Total	16,946	952,325	3,640			972,911	
Conv. Total	36,078	952,325	2,115				990,518
Prior Year	54,549	874,341	3,648				932,538
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	1,145	0	0	0	600	1,745	3,194
Sliced	95,881	7,142	78,809	0	183,627	365,459	384,442
Chopped	244	0	0	43,420	0	43,664	34,586
Total	97,270	7,142	78,809	43,420	184,227	410,868	
Conv. Total	250,777	8,356	53,905	33,651	75,533		422,223
Prior Year	226,012	10,395	58,987	27,533	78,262		401,189
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	0	2,788				2,788	2,788
Bkn. Pitted Green Ripe	0	0				0	0
Total	0	2,788				2,788	
Conv. Total	0	2,788					2,788
Prior Year	34	7,009					7,043

Converted Total

1,417,356

Cumulative Sales - Month Ending October 31, 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	1,835	0				1,835	1,835
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	623	836	0				1,459	2,162
Colossal	88	316	0				404	503
Super Colossal	0	151	0				151	151
Green Ripe Whole	0	0	0				0	0
Total	711	3,536	0				4,247	
Conv. Total	1,514	3,536	0					5,050
Prior Year	2,244	2,775	0					5,019
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	849	205,066	2,627				208,542	208,400
Medium	27,860	736,869	3,020				767,749	797,938
Large	6,302	852,776	4,563				863,641	868,844
Ex. Large	12,899	268,355	0				281,254	295,817
Ex. Large Sev "C"	3,016	0	0				3,016	6,421
Jumbo	5,519	104,020	0				109,539	115,770
Colossal	1,611	17,571	0				19,182	21,001
Sup. Colossal	0	6,876	0				6,876	6,876
Green Ripe Whole	0	19,844	0				19,844	19,844
Total	58,056	2,211,377	10,210				2,279,643	
Conv. Total	123,601	2,211,377	5,932					2,340,910
Prior Year	172,513	2,273,713	9,467					2,455,693
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	3,066	0	0	0	1,800		4,866	8,633
Sliced	268,392	22,343	260,073	0	595,061		1,145,869	1,139,116
Chopped	966	0	638	115,480	0		117,084	93,985
Total	272,424	22,343	260,711	115,480	596,861		1,267,819	
Conv. Total	702,708	26,141	178,675	89,497	244,713			1,241,734
Prior Year	742,152	39,577	184,762	84,432	248,575			1,299,498
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	32	9,217					9,249	9,285
Bkn. Pitted Green Ripe	0	0					0	0
Total	32	9,217					9,249	
Conv. Total	68	9,217						9,285
Prior Year	68	13,641						13,709

Converted Total

3,596,979

Consecutive Sales - 12 Months Month Ending October 31, 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	5,493	0				5,493	5,493
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,476	2,125	0				4,601	7,396
Colossal	541	1,367	0				1,908	2,519
Super Colossal	0	406	0				406	406
Green Ripe Whole	0	0	0				0	0
Total	3,017	10,197	0				13,214	
Conv. Total	6,423	10,197	0					16,620
Prior Year	8,071	11,222	0					19,293
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,335	818,012	10,087				831,434	830,973
Medium	114,649	2,298,022	16,642				2,429,313	2,551,779
Large	36,378	3,131,129	17,967				3,185,474	3,219,017
Ex. Large	64,132	1,082,810	0				1,146,942	1,219,347
Ex. Large Sev "C"	12,555	0	0				12,555	26,730
Jumbo	21,244	416,698	0				437,942	461,926
Colossal	6,361	86,267	0				92,628	99,810
Sup. Colossal	0	22,135	0				22,135	22,135
Green Ripe Whole	560	56,993	0				57,553	58,185
Total	259,214	7,912,066	44,696				8,215,976	
Conv. Total	551,867	7,912,066	25,968					8,489,901
Prior Year	647,295	7,906,848	50,354					8,604,497
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	14,707	0	0	0	6,600		21,307	40,577
Sliced	1,047,315	95,903	1,000,124	0	2,262,853		4,406,195	4,420,897
Chopped	8,774	1,088	5,572	445,668	0		461,102	388,443
Total	1,070,796	96,991	1,005,696	445,668	2,269,453		4,888,604	
Conv. Total	2,768,346	114,763	690,938	345,393	930,476			4,849,916
Prior Year	2,962,504	136,102	672,413	347,133	1,038,150			5,156,302
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	152	47,343					47,495	47,667
Bkn. Pitted Green Ripe	0	0					0	0
Total	152	47,343					47,495	
Conv. Total	324	47,343						47,667
Prior Year	326	58,870						59,196

Converted Total

13,404,104