



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 November 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	1,395,428	1,502,216	-7.11	4,992,407	5,276,136	-5.38	13,297,315	13,699,088	-2.93
Markets									
Consumer	1,157,057	1,268,042	-8.75	3,926,145	4,124,985	-4.82	9,966,159	10,116,066	-1.48
Food Service	238,371	234,174	1.79	1,066,262	1,151,151	-7.37	3,331,156	3,583,022	-7.03
Styles									
Whole	1,704	656	159.77	6,754	5,675	19.01	17,669	18,638	-5.20
Pitted	975,151	1,130,199	-13.72	3,316,061	3,585,892	-7.52	8,334,852	8,540,186	-2.40
Wedged	1,900	3,059	-37.89	10,533	16,195	-34.96	39,417	53,825	-26.77
Sliced	369,619	317,657	16.36	1,508,735	1,498,126	0.71	4,472,859	4,637,001	-3.54
Chopped	38,792	45,715	-15.14	132,777	151,609	-12.42	381,519	391,694	-2.60
Broken Pitted	8,262	4,930	67.59	17,547	18,639	-5.86	50,999	57,744	-11.68
Key Items									
24/300 Pitted	938,403	1,086,176	-13.60	3,149,780	3,359,889	-6.25	7,764,293	7,856,834	-1.18
6/10 Pitted	34,347	41,398	-17.03	157,948	213,911	-26.16	544,815	634,229	-14.10
6/10 Sliced	197,379	188,673	4.61	888,488	900,035	-1.28	2,705,542	2,845,331	-4.91
24/300 Whole	1,125	332	238.86	4,661	3,107	50.02	10,990	10,865	1.15
6/10 Whole	579	324	78.73	2,093	2,568	-18.50	6,679	7,773	-14.08
6/10 Wedged	1,818	3,059	-40.57	9,713	15,293	-36.49	36,629	51,284	-28.58
2.25 Sliced	94,831	69,629	36.20	338,806	317,302	6.78	952,972	1,000,063	-4.71
4.25 Chopped	34,578	44,307	-21.96	124,075	128,739	-3.62	335,664	338,023	-0.70

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Summary Report - Packout and Inventory
Month Ending November 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	1,043,932	1,428,607	-26.93	3,227,915	5,501,785	-41.33	4,512,383	5,971,316	-24.43
Markets									
Consumer	890,490	1,217,769	-26.88	2,620,543	4,311,187	-39.22	3,583,415	4,503,084	-20.42
Food Service	153,442	210,839	-27.22	607,372	1,190,598	-48.99	928,968	1,468,232	-36.73
Styles									
Whole	0	1,790	-100.00	4,232	9,576	-55.80	12,266	20,343	-39.70
Pitted	726,658	984,630	-26.20	2,132,891	3,435,812	-37.92	3,105,091	3,953,163	-21.45
Wedged	0	0	0.00	0	0	0.00	57,319	17,511	227.33
Sliced	309,949	398,863	-22.29	1,044,009	1,939,389	-46.17	1,125,006	1,625,290	-30.78
Chopped	7,325	42,527	-82.77	39,434	106,370	-62.93	207,646	347,301	-40.21
Broken Pitted	0	798	-100.00	7,348	10,638	-30.93	5,054	7,709	-34.43
Key Items									
24/300 Pitted	718,840	946,769	-24.07	2,106,539	3,342,577	-36.98	2,875,908	3,496,478	-17.75
6/10 Pitted	7,818	27,754	-71.83	23,681	71,345	-66.81	204,207	411,389	-50.36
6/10 Sliced	145,624	183,085	-20.46	577,173	1,111,877	-48.09	631,516	991,957	-36.34
24/300 Whole	0	1,790	-100.00	0	7,062	-100.00	6,482	11,520	-43.73
6/10 Whole	0	0	0.00	4,232	2,514	68.36	5,784	8,823	-34.44
6/10 Wedged	0	0	0.00	0	0	0.00	55,447	16,776	230.52
2.25 Sliced	120,254	123,209	-2.40	298,284	492,518	-39.44	269,431	330,233	-18.41
4.25 Chopped	7,325	42,527	-82.77	37,149	100,259	-62.95	163,172	307,126	-46.87

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

Approximate Supply in Converted Cases

Total Inventory*	4,512,383
Converted Storage	1,697,444
Approximate Supply*	6,209,827

Storage Report
Month Ending November 30, 2009

Whole Canning Sizes	
Size	Tons
Small	1,039
Medium	1,160
Large	1,746
Ex. Large	3,346
Ex. Large Sev. "C"	73
Jumbo	602
Colossal	674
Super Colossal	483
Orchard Run	0
Total Canning	9,122
Limited	1,829
Total	10,951
Total Converted (*155)	1,697,444

Packout - Month Ending November 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	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	1,790	0					1,790
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	5,222	0				5,222	5,222
Medium	3,672	201,366	0				205,038	209,184
Large	0	157,343	0				157,343	157,343
Ex. Large	0	328,433	0				328,433	328,433
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	11,191	0				11,191	11,191
Colossal	0	6,925	0				6,925	6,925
Sup. Colossal	0	6,766	0				6,766	6,766
Green Ripe Whole	0	1,594	0				1,594	1,594
Total	3,672	718,840	0				722,512	
Conv. Total	7,818	718,840	0					726,658
Prior Year	27,754	946,769	8,576					983,099
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	56,553	9,035	48,976	0	293,303		407,867	309,949
Chopped	0	0	0	9,452	0		9,452	7,325
Total	56,553	9,035	48,976	9,452	293,303		417,319	
Conv. Total	145,624	10,571	33,500	7,325	120,254			317,274
Prior Year	183,085	397	92,172	42,527	123,209			441,390
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	798						798

Converted Total

1,043,932

*Conversion factor changed as of December 2008.

Cumulative Packout - Month Ending November 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	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	7,062	0					9,576
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	5,222	0				5,222	5,222
Medium	4,366	319,360	0				323,726	328,655
Large	1,912	526,591	4,598				533,101	533,333
Ex. Large	4,845	1,136,182	0				1,141,027	1,146,497
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	33,089	0				33,089	33,089
Colossal	0	22,650	0				22,650	22,650
Sup. Colossal	0	38,426	0				38,426	38,426
Green Ripe Whole	0	25,019	0				25,019	25,019
Total	11,123	2,106,539	4,598				2,122,260	
Conv. Total	23,681	2,106,539	2,671					2,132,891
Prior Year	71,345	3,342,577	11,514					3,425,436
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	224,145	20,220	211,833	0	727,523		1,183,721	1,044,009
Chopped	596	0	0	47,934	0		48,530	39,434
Total	224,741	20,220	211,833	47,934	727,523		1,232,251	
Conv. Total	579,458	23,657	144,894	37,149	298,284			1,083,443
Prior Year	1,116,739	37,627	298,616	100,259	492,518			2,045,759
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	10,638						10,638

Converted Total

3,227,915

*Conversion factor changed as of December 2008.

Inventory - Month Ending November 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	2,584	0				2,584	2,584
Ex. Large	727	0	0				727	1,548
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,486	192	0				1,678	3,356
Colossal	504	600	0				1,104	1,673
Super Colossal	0	1,126	0				1,126	1,126
Green Ripe Whole	0	0	0				0	0
Total	2,717	6,482	0				9,199	
Conv. Total	5,784	6,482	0					12,266
Prior Year	8,823	11,520	0					20,343
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,500	212,639	2,312				217,451	219,305
Medium	33,807	515,769	27,095				576,671	603,486
Large	9,862	724,034	13,581				747,477	752,921
Ex. Large	26,042	906,058	0				932,100	961,501
Ex. Large Sev "C"	1,236	0	0				1,236	2,631
Jumbo	13,950	234,768	0				248,718	264,468
Colossal	6,395	63,721	0				70,116	77,336
Sup. Colossal	2,125	82,911	0				85,036	87,435
Green Ripe Whole	0	136,008	0				136,008	136,008
Total	95,917	2,875,908	42,988				3,014,813	
Conv. Total	204,207	2,875,908	24,976					3,105,091
Prior Year	411,389	3,496,478	35,243					3,943,110
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	21,533	0	0	0	4,565		26,098	57,319
Sliced	245,249	38,848	261,121	0	657,148		1,202,366	1,125,006
Chopped	8,292	1,191	8,036	210,544	0		228,063	207,646
Total	275,074	40,039	269,157	210,544	661,713		1,456,527	
Conv. Total	718,755	48,251	188,491	163,172	271,302			1,389,971
Prior Year	1,047,472	40,538	263,998	307,126	330,968			1,990,102
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	104	4,833					4,937	5,054
Bkn. Pitted Green Ripe	0	0					0	0
Total	104	4,833					4,937	
Conv. Total	221	4,833						5,054
Prior Year	549	7,160						7,709

Converted Total 4,512,383

*Conversion factor changed as of December 2008.

Sales - Month Ending November 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	425	0			425	425
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	216	306	0			522	766
Colossal	56	292	0			348	411
Super Colossal	0	102	0			102	102
Green Ripe Whole	0	0	0			0	0
Total	272	1,125	0			1,397	
Conv. Total	579	1,125	0				1,704
Prior Year	324	332	0				656
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	135	86,263	800			87,198	87,015
Medium	8,217	279,146	1,288			288,651	297,388
Large	1,880	389,430	2,044			393,354	394,620
Ex. Large	2,942	113,326	0			116,268	119,590
Ex. Large Sev "C"	1,176	0	0			1,176	2,504
Jumbo	1,310	52,726	0			54,036	55,515
Colossal	473	10,479	0			10,952	11,486
Sup. Colossal	0	172	0			172	172
Green Ripe Whole	0	6,861	0			6,861	6,861
Total	16,133	938,403	4,132			958,668	
Conv. Total	34,347	938,403	2,401				975,151
Prior Year	41,398	1,086,176	2,625				1,130,199
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	706	0	0	0	200	906	1,900
Sliced	76,652	12,192	92,316	0	231,296	412,456	369,619
Chopped	1,099	0	0	44,617	0	45,716	38,792
Total	78,457	12,192	92,316	44,617	231,496	459,078	
Conv. Total	203,410	14,265	63,144	34,578	94,913		410,311
Prior Year	192,418	9,092	50,986	44,307	69,629		366,432
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	16	8,228				8,244	8,262
Bkn. Pitted Green Ripe	0	0				0	0
Total	16	8,228				8,244	
Conv. Total	34	8,228					8,262
Prior Year	34	4,896					4,930

Converted Total 1,395,428

Cumulative Sales - Month Ending November 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	2,260	0				2,260	2,260
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	839	1,142	0				1,981	2,928
Colossal	144	608	0				752	915
Super Colossal	0	253	0				253	253
Green Ripe Whole	0	0	0				0	0
Total	983	4,661	0				5,644	
Conv. Total	2,093	4,661	0					6,754
Prior Year	2,568	3,107	0					5,675
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	984	291,329	3,427				295,740	295,415
Medium	36,077	1,016,015	4,308				1,056,400	1,095,326
Large	8,182	1,242,206	6,607				1,256,995	1,263,464
Ex. Large	15,841	381,681	0				397,522	415,406
Ex. Large Sev "C"	4,192	0	0				4,192	8,925
Jumbo	6,829	156,746	0				163,575	171,285
Colossal	2,084	28,050	0				30,134	32,487
Sup. Colossal	0	7,048	0				7,048	7,048
Green Ripe Whole	0	26,705	0				26,705	26,705
Total	74,189	3,149,780	14,342				3,238,311	
Conv. Total	157,948	3,149,780	8,333					3,316,061
Prior Year	213,911	3,359,889	12,092					3,585,892
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	3,772	0	0	0	2,000		5,772	10,533
Sliced	345,044	34,535	352,389	0	826,357		1,558,325	1,508,735
Chopped	2,065	0	638	160,097	0		162,800	132,777
Total	350,881	34,535	353,027	160,097	828,357		1,726,897	
Conv. Total	906,118	40,406	241,819	124,075	339,626			1,652,045
Prior Year	934,570	48,669	235,748	128,739	318,204			1,665,930
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	48	17,445					17,493	17,547
Bkn. Pitted Green Ripe	0	0					0	0
Total	48	17,445					17,493	
Conv. Total	102	17,445						17,547
Prior Year	102	18,537						18,639

Converted Total

4,992,407

Consecutive Sales - 12 Months Month Ending November 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	5,608	0				5,608	5,608
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,540	2,431	0				4,971	7,839
Colossal	597	1,637	0				2,234	2,908
Super Colossal	0	508	0				508	508
Green Ripe Whole	0	0	0				0	0
Total	3,137	10,990	0				14,127	
Conv. Total	6,679	10,990	0					17,669
Prior Year	7,773	10,865	0					18,638
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,281	795,687	10,147				809,115	808,568
Medium	114,621	2,238,823	16,373				2,369,817	2,492,364
Large	34,426	3,093,233	17,790				3,145,449	3,176,862
Ex. Large	62,140	1,077,354	0				1,139,494	1,209,650
Ex. Large Sev "C"	13,731	0	0				13,731	29,233
Jumbo	21,129	393,670	0				414,799	438,654
Colossal	6,126	84,404	0				90,530	97,446
Sup. Colossal	0	21,984	0				21,984	21,984
Green Ripe Whole	448	59,138	0				59,586	60,092
Total	255,902	7,764,293	44,310				8,064,505	
Conv. Total	544,815	7,764,293	25,744					8,334,852
Prior Year	634,229	7,856,834	49,123					8,540,186
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	14,225	0	0	0	6,800		21,025	39,417
Sliced	1,050,696	100,324	1,018,955	0	2,324,323		4,494,298	4,472,859
Chopped	9,694	1,088	4,985	433,115	0		448,882	381,519
Total	1,074,615	101,412	1,023,940	433,115	2,331,123		4,964,205	
Conv. Total	2,779,338	119,936	703,097	335,664	955,760			4,893,796
Prior Year	2,940,694	136,716	664,482	338,023	1,002,605			5,082,520
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	152	50,675					50,827	50,999
Bkn. Pitted Green Ripe	0	0					0	0
Total	152	50,675					50,827	
Conv. Total	324	50,675						50,999
Prior Year	326	57,418						57,744

Converted Total

13,297,315