



# 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

Released: March 12, 2010

Frequency: Monthly

**Summary Report - Sales**  
**Month Ending December 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	1,223,232	1,201,325	1.82	6,215,639	6,477,461	-4.04	13,319,222	13,752,180	-3.15
<b>Markets</b>									
Consumer	944,546	912,941	3.46	4,870,691	5,037,926	-3.32	9,997,764	10,158,645	-1.58
Food Service	278,686	288,384	-3.36	1,344,948	1,439,535	-6.57	3,321,458	3,593,535	-7.57
<b>Styles</b>									
Whole	1,331	1,552	-14.23	8,085	7,227	11.87	17,448	18,315	-4.74
Pitted	805,763	811,265	-0.68	4,121,824	4,397,157	-6.26	8,329,351	8,579,370	-2.91
Wedged	3,285	3,918	-16.17	13,817	20,113	-31.30	38,784	53,076	-26.93
Sliced	374,071	353,685	5.76	1,882,806	1,851,811	1.67	4,493,245	4,662,883	-3.64
Chopped	36,386	27,860	30.60	169,163	179,470	-5.74	390,045	383,546	1.69
Broken Pitted	2,397	3,045	-21.28	19,944	21,684	-8.02	50,351	54,992	-8.44
<b>Key Items</b>									
24/300 Pitted	761,799	756,408	0.71	3,911,579	4,116,297	-4.97	7,769,684	7,893,518	-1.57
6/10 Pitted	42,218	52,256	-19.21	200,166	266,168	-24.80	534,777	636,435	-15.97
6/10 Sliced	231,235	229,597	0.71	1,119,723	1,129,632	-0.88	2,707,180	2,857,439	-5.26
24/300 Whole	750	624	20.19	5,411	3,731	45.03	11,116	10,842	2.53
6/10 Whole	581	928	-37.37	2,674	3,496	-23.51	6,332	7,473	-15.27
6/10 Wedged	3,039	3,672	-17.25	12,751	18,965	-32.76	35,996	50,534	-28.77
2.25 Sliced	84,474	67,953	24.31	423,280	385,254	9.87	969,494	1,014,456	-4.43
4.25 Chopped	34,806	25,727	35.29	158,881	154,466	2.86	344,743	332,451	3.70

VIC TOLOMEO, Director  
KELLY KRUG – SARAH HOFFMAN, Deputy Directors

DOUG FLOHR – AARON COSGROVE  
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 December 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	828,467	1,053,888	-21.39	4,056,381	6,553,943	-38.11	4,065,903	5,853,749	-30.54
<b>Markets</b>									
Consumer	570,373	869,658	-34.41	3,190,916	5,179,116	-38.39	3,167,305	4,473,504	-29.20
Food Service	258,094	184,230	40.09	865,465	1,374,828	-37.05	898,599	1,380,245	-34.90
<b>Styles</b>									
Whole	0	0	0.00	4,232	9,576	-55.80	10,800	18,701	-42.25
Pitted	489,096	726,949	-32.72	2,621,988	4,161,032	-36.99	2,745,286	3,878,925	-29.23
Wedged	0	0	0.00	0	0	0.00	54,106	13,542	299.54
Sliced	320,193	302,586	5.82	1,364,202	2,241,975	-39.15	1,061,604	1,595,157	-33.45
Chopped	14,141	24,352	-41.93	53,575	130,722	-59.02	185,393	341,977	-45.79
Broken Pitted	5,036	0	0.00	12,384	10,638	16.41	8,713	5,447	59.97
<b>Key Items</b>									
24/300 Pitted	465,158	694,942	-33.07	2,571,697	4,037,519	-36.31	2,537,559	3,448,366	-26.41
6/10 Pitted	23,938	29,655	-19.28	47,619	101,000	-52.85	184,499	388,557	-52.52
6/10 Sliced	234,155	154,575	51.48	811,328	1,266,452	-35.94	626,230	933,816	-32.94
24/300 Whole	0	0	0.00	0	7,062	-100.00	5,627	10,807	-47.93
6/10 Whole	0	0	0.00	4,232	2,514	68.36	5,173	7,894	-34.46
6/10 Wedged	0	0	0.00	0	0	0.00	52,481	13,053	302.06
2.25 Sliced	35,285	95,176	-62.93	333,569	587,694	-43.24	219,879	362,561	-39.35
4.25 Chopped	14,141	24,352	-41.93	51,290	124,611	-58.84	142,682	304,368	-53.12

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

Approximate Supply in Converted Cases

Total Inventory*	4,065,903
Converted Storage	1,496,782
Approximate Supply*	5,562,686

**Storage Report**  
**Month Ending December 31, 2009**

Whole Canning Sizes	
Size	Tons
Small	1,120
Medium	1,014
Large	1,229
Ex. Large	2,866
Ex. Large Sev. "C"	73
Jumbo	268
Colossal	109
Super Colossal	374
Orchard Run	0
<b>Total Canning</b>	<b>7,053</b>
Limited	2,604
Total	9,657
Total Converted (*155)	1,496,782

**Packout - Month Ending December 31, 2009**

<b>RIPE WHOLE</b>	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	0	0					0
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	27,605	0				27,605	27,605
Medium	3,806	88,395	0				92,201	96,498
Large	0	61,153	0				61,153	61,153
Ex. Large	0	141,211	0				141,211	141,211
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	7,438	45,924	0				53,362	61,760
Colossal	0	87,064	0				87,064	87,064
Sup. Colossal	0	13,806	0				13,806	13,806
Green Ripe Whole	0	0	0				0	0
Total	11,244	465,158	0				476,402	
Conv. Total	23,938	465,158	0					489,096
Prior Year	29,655	694,942	0					724,597
<b>LIMITED</b>	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	90,934	14,635	49,167	0	86,060		240,796	320,193
Chopped	0	0	0	18,247	0		18,247	14,141
Total	90,934	14,635	49,167	18,247	86,060		259,043	
Conv. Total	234,155	17,123	33,630	14,141	35,285			334,334
Prior Year	154,575	14,645	38,191	0	0			207,411
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	5,036					5,036	5,036
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	5,036					5,036	
Conv. Total	0	5,036						5,036
Prior Year	0	0						0

Converted Total 828,467

\*Conversion factor changed as of December 2008.

Consumer	570,373
Food Service	258,094

**Cumulative Packout - Month Ending December 31, 2009**

<b>RIPE WHOLE</b>	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
<b>Total</b>	1,988	0	0				1,988	
<b>Conv. Total</b>	4,232	0	0					4,232
<b>Prior Year</b>	2,514	7,062	0					9,576
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	32,827	0				32,827	32,827
Medium	8,172	407,755	0				415,927	425,153
Large	1,912	587,744	4,598				594,254	594,486
Ex. Large	4,845	1,277,393	0				1,282,238	1,287,708
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	7,438	79,013	0				86,451	94,849
Colossal	0	109,714	0				109,714	109,714
Sup. Colossal	0	52,232	0				52,232	52,232
Green Ripe Whole	0	25,019	0				25,019	25,019
<b>Total</b>	22,367	2,571,697	4,598				2,598,662	
<b>Conv. Total</b>	47,619	2,571,697	2,671					2,621,988
<b>Prior Year</b>	101,000	4,037,519	11,514					4,150,033
<b>LIMITED</b>	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	315,079	34,855	261,000	0	813,583		1,424,517	1,364,202
Chopped	596	0	0	66,181	0		66,777	53,575
<b>Total</b>	315,675	34,855	261,000	66,181	813,583		1,491,294	
<b>Conv. Total</b>	813,613	40,780	178,524	51,290	333,569			1,417,777
<b>Prior Year</b>	1,271,313	52,272	336,807	124,611	587,694			2,372,697
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	12,384					12,384	12,384
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	12,384					12,384	
<b>Conv. Total</b>	0	12,384						12,384
<b>Prior Year</b>	0	10,638						10,638

Converted Total 4,056,381

\*Conversion factor changed as of December 2008.

Consumer 3,190,916  
Food Service 865,465

**Inventory - Month Ending December 31, 2009**

<b>RIPE WHOLE</b>	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	2,183	0				2,183	2,183
Ex. Large	224	0	0				224	477
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,706	150	0				1,856	3,782
Colossal	500	193	0				693	1,258
Super Colossal	0	1,121	0				1,121	1,121
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,430</b>	<b>5,627</b>	<b>0</b>				<b>8,057</b>	
Conv. Total	5,173	5,627	0					10,800
Prior Year	7,894	10,807	0					18,701
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,206	175,746	2,012				179,964	181,612
Medium	27,800	399,951	25,692				453,443	474,064
Large	7,475	601,728	12,275				621,478	624,774
Ex. Large	20,142	768,891	0				789,033	811,773
Ex. Large Sev "C"	1,008	0	0				1,008	2,146
Jumbo	20,106	262,211	0				282,317	305,017
Colossal	5,798	116,946	0				122,744	129,290
Sup. Colossal	2,125	87,042	0				89,167	91,566
Green Ripe Whole	0	125,044	0				125,044	125,044
<b>Total</b>	<b>86,660</b>	<b>2,537,559</b>	<b>39,979</b>				<b>2,664,198</b>	
Conv. Total	184,499	2,537,559	23,228					2,745,286
Prior Year	388,557	3,448,366	31,268					3,868,191
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	20,381	0	0	0	3,964		24,345	54,106
Sliced	243,196	47,798	233,292	0	536,290		1,060,576	1,061,604
Chopped	7,832	1,191	8,036	184,106	0		201,165	185,393
<b>Total</b>	<b>271,409</b>	<b>48,989</b>	<b>241,328</b>	<b>184,106</b>	<b>540,254</b>		<b>1,286,086</b>	
Conv. Total	708,739	58,723	169,456	142,682	221,504			1,301,103
Prior Year	983,261	48,726	251,270	304,368	363,050			1,950,675
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	88	8,526					8,614	8,713
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>88</b>	<b>8,526</b>					<b>8,614</b>	
Conv. Total	187	8,526						8,713
Prior Year	532	4,915						5,447

Converted Total 4,065,903

\*Conversion factor changed as of December 2008.

Consumer 3,167,305  
Food Service 898,599

**Sales - Month Ending December 31, 2009**

<b>RIPE WHOLE</b>	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	297	0				297	297
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	269	438	0				707	1,011
Colossal	4	10	0				14	19
Super Colossal	0	5	0				5	5
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	273	750	0				1,023	
<b>Conv. Total</b>	581	750	0					1,331
<b>Prior Year</b>	928	624	0					1,552
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	294	73,238	300				73,832	74,038
Medium	9,471	192,437	1,400				203,308	213,414
Large	2,103	308,365	1,305				311,773	313,600
Ex. Large	5,774	114,036	0				119,810	126,329
Ex. Large Sev "C"	228	0	0				228	485
Jumbo	1,343	51,864	0				53,207	54,723
Colossal	617	9,750	0				10,367	11,064
Sup. Colossal	0	2,098	0				2,098	2,098
Green Ripe Whole	0	10,011	0				10,011	10,011
<b>Total</b>	19,830	761,799	3,005				784,634	
<b>Conv. Total</b>	42,218	761,799	1,746					805,763
<b>Prior Year</b>	52,256	756,408	2,601					811,265
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,180	0	0	0	600		1,780	3,285
Sliced	89,800	5,671	75,624	0	206,034		377,129	374,071
Chopped	412	0	0	44,911	0		45,323	36,386
<b>Total</b>	91,392	5,671	75,624	44,911	206,634		424,232	
<b>Conv. Total</b>	235,853	6,635	51,727	34,806	84,720			413,741
<b>Prior Year</b>	235,182	6,362	49,993	25,727	68,199			385,463
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	16	2,363					2,379	2,397
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	16	2,363					2,379	
<b>Conv. Total</b>	34	2,363						2,397
<b>Prior Year</b>	17	3,028						3,045

Converted Total 1,223,232

Consumer 944,546

Food Service 278,686

**Cumulative Sales - Month Ending December 31, 2009**

<b>RIPE WHOLE</b>	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	2,557	0				2,557	2,557
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,108	1,580	0				2,688	3,939
Colossal	148	618	0				766	933
Super Colossal	0	258	0				258	258
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	1,256	5,411	0				6,667	
<b>Conv. Total</b>	2,674	5,411	0					8,085
<b>Prior Year</b>	3,496	3,731	0					7,227
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,278	364,567	3,727				369,572	369,453
Medium	45,548	1,208,452	5,708				1,259,708	1,308,740
Large	10,285	1,550,571	7,912				1,568,768	1,577,065
Ex. Large	21,615	495,717	0				517,332	541,735
Ex. Large Sev "C"	4,420	0	0				4,420	9,410
Jumbo	8,172	208,610	0				216,782	226,008
Colossal	2,701	37,800	0				40,501	43,550
Sup. Colossal	0	9,146	0				9,146	9,146
Green Ripe Whole	0	36,716	0				36,716	36,716
<b>Total</b>	94,019	3,911,579	17,347				4,022,945	
<b>Conv. Total</b>	200,166	3,911,579	10,079					4,121,824
<b>Prior Year</b>	266,168	4,116,297	14,692					4,397,157
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	4,952	0	0	0	2,600		7,552	13,817
Sliced	434,844	40,206	428,013	0	1,032,391		1,935,454	1,882,806
Chopped	2,477	0	638	205,008	0		208,123	169,163
<b>Total</b>	442,273	40,206	428,651	205,008	1,034,991		2,151,129	
<b>Conv. Total</b>	1,141,972	47,041	293,546	158,881	424,346			2,065,786
<b>Prior Year</b>	1,169,753	55,032	285,740	154,466	386,402			2,051,393
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	64	19,808					19,872	19,944
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	64	19,808					19,872	
<b>Conv. Total</b>	136	19,808						19,944
<b>Prior Year</b>	119	21,565						21,684

Converted Total 6,215,639

Consumer 4,870,691  
Food Service 1,344,948

**Consecutive Sales - 12 Months Month Ending December 31, 2009**

<b>RIPE WHOLE</b>	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	5,330	0				5,330	5,330
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,621	2,869	0				5,490	8,449
Colossal	353	1,642	0				1,995	2,394
Super Colossal	0	469	0				469	469
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,974</b>	<b>11,116</b>	<b>0</b>				<b>14,090</b>	
<b>Conv. Total</b>	<b>6,332</b>	<b>11,116</b>	<b>0</b>					<b>17,448</b>
<b>Prior Year</b>	<b>7,473</b>	<b>10,842</b>	<b>0</b>					<b>18,315</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,183	790,480	9,947				803,610	803,036
Medium	113,900	2,254,287	15,513				2,383,700	2,505,793
Large	30,704	3,080,357	17,379				3,128,440	3,155,823
Ex. Large	62,060	1,063,468	0				1,125,528	1,195,594
Ex. Large Sev "C"	13,959	0	0				13,959	29,719
Jumbo	20,865	410,308	0				431,173	454,730
Colossal	6,068	82,842	0				88,910	95,761
Sup. Colossal	0	21,816	0				21,816	21,816
Green Ripe Whole	448	66,126	0				66,574	67,080
<b>Total</b>	<b>251,187</b>	<b>7,769,684</b>	<b>42,839</b>				<b>8,063,710</b>	
<b>Conv. Total</b>	<b>534,777</b>	<b>7,769,684</b>	<b>24,889</b>					<b>8,329,351</b>
<b>Prior Year</b>	<b>636,435</b>	<b>7,893,518</b>	<b>49,417</b>					<b>8,579,370</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	13,979	0	0	0	6,800		20,779	38,784
Sliced	1,051,332	100,557	1,021,812	0	2,364,619		4,538,320	4,493,245
Chopped	9,607	1,088	4,806	444,830	0		460,331	390,045
<b>Total</b>	<b>1,074,918</b>	<b>101,645</b>	<b>1,026,618</b>	<b>444,830</b>	<b>2,371,419</b>		<b>5,019,430</b>	
<b>Conv. Total</b>	<b>2,780,009</b>	<b>120,208</b>	<b>704,831</b>	<b>344,743</b>	<b>972,282</b>			<b>4,922,073</b>
<b>Prior Year</b>	<b>2,949,319</b>	<b>132,355</b>	<b>668,383</b>	<b>332,451</b>	<b>1,016,997</b>			<b>5,099,505</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	160	50,010					50,170	50,351
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>160</b>	<b>50,010</b>					<b>50,170</b>	
<b>Conv. Total</b>	<b>341</b>	<b>50,010</b>						<b>50,351</b>
<b>Prior Year</b>	<b>309</b>	<b>54,683</b>						<b>54,992</b>

Converted Total 13,319,222

Consumer 9,997,764

Food Service 3,321,458