



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 January 31, 2011
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	10/11	09/10	Percent Change	10/11	09/10	Percent Change	10/11	09/10	Percent Change
Total	860,166	787,472	9.23	6,835,100	7,003,111	-2.40	12,978,887	13,319,089	-2.55
Markets									
Consumer	616,790	549,064	12.33	5,344,771	5,419,755	-1.38	9,918,961	10,004,737	-0.86
Food Service	243,377	238,408	2.08	1,490,330	1,583,356	-5.88	3,059,926	3,314,352	-7.68
Styles									
Whole	568	905	-37.28	8,542	8,990	-4.99	17,715	16,264	8.92
Pitted	500,980	453,527	10.46	4,593,988	4,575,351	0.41	8,374,905	8,351,628	0.28
Wedged	1,465	2,547	-42.49	13,241	16,364	-19.09	31,519	36,928	-14.65
Sliced	327,700	305,995	7.09	2,043,344	2,188,800	-6.65	4,201,928	4,476,857	-6.14
Chopped	29,131	22,901	27.21	171,980	192,064	-10.46	340,715	387,062	-11.97
Broken Pitted	323	1,598	-79.79	4,006	21,542	-81.40	12,104	50,351	-75.96
Key Items									
24/300 Pitted	467,681	414,752	12.76	4,364,985	4,326,331	0.89	7,908,400	7,799,030	1.40
6/10 Pitted	32,082	36,934	-13.14	217,824	237,100	-8.13	443,552	527,590	-15.93
6/10 Sliced	209,129	197,904	5.67	1,248,169	1,317,628	-5.27	2,560,323	2,709,881	-5.52
24/300 Whole	459	675	-32.00	6,947	6,086	14.15	13,338	10,594	25.90
6/10 Whole	109	230	-52.79	1,595	2,904	-45.09	4,377	5,670	-22.80
6/10 Wedged	1,383	2,547	-45.71	12,175	15,298	-20.42	29,141	34,222	-14.85
2.25 Sliced	60,390	57,225	5.53	416,309	480,506	-13.36	870,303	956,719	-9.03
4.25 Chopped	28,456	22,142	28.52	160,614	181,023	-11.27	315,905	342,844	-7.86

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 January 31, 2011
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	10/11	09/10	Percent Change	10/11	09/10	Percent Change	10/11	09/10	Percent Change
Total	1,021,339	918,837	11.16	7,595,249	4,975,218	52.66	5,264,635	4,222,075	24.69
Markets									
Consumer	713,147	530,093	34.53	5,905,415	3,721,010	58.70	3,743,185	3,173,223	17.96
Food Service	308,192	388,743	-20.72	1,689,834	1,254,208	34.73	1,521,450	1,048,852	45.06
Styles									
Whole	0	5,078	-100.00	5,164	9,310	-44.53	13,460	15,061	-10.63
Pitted	598,255	395,552	51.25	4,982,715	3,017,539	65.13	3,139,569	2,711,153	15.80
Wedged	0	0	0.00	0	0	0.00	32,582	50,304	-35.23
Sliced	377,571	498,184	-24.21	2,368,956	1,862,386	27.20	1,874,935	1,255,757	49.31
Chopped	44,036	20,023	119.93	232,224	73,598	215.53	189,445	182,684	3.70
Broken Pitted	1,476	0	0.00	6,190	12,384	-50.02	14,645	7,115	105.83
Key Items									
24/300 Pitted	590,906	350,435	68.62	4,737,225	2,922,132	62.12	2,887,321	2,496,616	15.65
6/10 Pitted	5,414	43,423	-87.53	230,258	91,042	152.91	231,676	191,444	21.01
6/10 Sliced	292,767	341,628	-14.30	1,441,802	1,152,956	25.05	1,215,297	770,440	57.74
24/300 Whole	0	5,078	-100.00	5,164	5,078	1.69	8,553	10,122	-15.50
6/10 Whole	0	0	0.00	0	4,232	-100.00	4,907	4,939	-0.64
6/10 Wedged	0	0	0.00	0	0	0.00	30,591	48,680	-37.16
2.25 Sliced	37,600	39,196	-4.07	476,619	372,765	27.86	339,190	203,573	66.62
4.25 Chopped	31,460	16,331	92.64	211,883	67,621	213.34	136,611	136,691	-0.06

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	5,264,635
Converted Storage	20,204,145
Approximate Supply*	25,468,780

Storage Report
Month Ending January 31, 2011

Whole Canning Sizes	
Size	Tons
Small	35,627
Medium	18,303
Large	18,862
Ex. Large	8,680
Ex.Large Sev. "C"	1,992
Jumbo	6,403
Colossal	4,163
Super Colossal	1,088
Orchard Run	0
Total Canning	95,118
Limited	35,231
Total	130,349
Total Converted (*155)	20,204,145

Packout - Month Ending January 31, 2011

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	5,078	0					5,078
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,945	16,750	3,331				22,026	22,826
Medium	0	145,639	0				145,639	145,639
Large	0	154,097	0				154,097	154,097
Ex. Large	0	188,940	0				188,940	188,940
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	50,781	0				50,781	50,781
Colossal	598	34,699	0				35,297	35,972
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	2,543	590,906	3,331				596,780	
Conv. Total	5,414	590,906	1,935					598,255
Prior Year	43,423	350,435	1,694					395,552
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	113,696	8,209	54,969	0	91,708		268,582	377,571
Chopped	2,611	1,092	0	40,593	0		44,296	44,036
Total	116,307	9,301	54,969	40,593	91,708		312,878	
Conv. Total	302,778	12,171	37,599	31,460	37,600			421,607
Prior Year	345,320	0	117,360	16,331	39,196			518,207
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	1,476					1,476	1,476
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	1,476					1,476	
Conv. Total	0	1,476						1,476
Prior Year	0	0						0

Converted Total 1,021,339

*Conversion factor changed as of December 2008.

Consumer	713,147
Food Service	308,192

Cumulative Packout - Month Ending January 31, 2011

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	3,561	0				3,561	3,561
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	686	0				686	686
Colossal	0	917	0				917	917
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	0	5,164	0				5,164	
Conv. Total	0	5,164	0					5,164
Prior Year	4,232	5,078	0					9,310
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	4,674	270,193	6,725				281,592	284,051
Medium	56,884	1,892,669	9,292				1,958,845	2,019,174
Large	18,193	1,334,848	10,201				1,363,242	1,379,508
Ex. Large	26,687	982,797	0				1,009,484	1,039,614
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,117	112,190	0				113,307	114,568
Colossal	598	89,830	0				90,428	91,103
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	54,698	0				54,698	54,698
Total	108,153	4,737,225	26,218				4,871,596	
Conv. Total	230,258	4,737,225	15,233					4,982,715
Prior Year	91,042	2,922,132	4,365					3,017,539
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	559,923	89,817	505,043	0	1,162,485		2,317,268	2,368,956
Chopped	4,636	1,092	0	273,398	0		279,126	232,224
Total	564,559	90,909	505,043	273,398	1,162,485		2,596,394	
Conv. Total	1,459,576	107,652	345,449	211,883	476,619			2,601,180
Prior Year	1,158,933	40,780	295,884	67,621	372,765			1,935,983
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	6,190					6,190	6,190
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	6,190					6,190	
Conv. Total	0	6,190						6,190
Prior Year	0	12,384						12,384

Converted Total 7,595,249

*Conversion factor changed as of December 2008.

Consumer	5,905,415
Food Service	1,689,834

Inventory - Month Ending January 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	2,111	0				2,111	2,111
Large	0	2,850	0				2,850	2,850
Ex. Large	392	1,832	0				2,224	2,667
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,444	779	0				2,223	3,853
Colossal	469	803	0				1,272	1,802
Super Colossal	0	178	0				178	178
Green Ripe Whole	0	0	0				0	0
Total	2,305	8,553	0				10,858	
Conv. Total	4,907	8,553	0					13,460
Prior Year	4,939	10,122	0					15,061
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	5,773	210,497	5,910				222,180	226,221
Medium	55,007	982,911	19,787				1,057,705	1,111,517
Large	11,630	669,925	9,711				691,266	700,327
Ex. Large	26,221	549,431	0				575,652	605,256
Ex. Large Sev "C"	0	46	0				46	46
Jumbo	7,448	227,749	0				235,197	243,606
Colossal	2,124	102,321	0				104,445	106,843
Sup. Colossal	616	28,225	0				28,841	29,536
Green Ripe Whole	0	116,216	0				116,216	116,216
Total	108,819	2,887,321	35,408				3,031,548	
Conv. Total	231,676	2,887,321	20,572					3,139,569
Prior Year	191,444	2,496,616	23,093					2,711,153
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	11,880	0	0	0	4,855		16,735	32,582
Sliced	471,960	63,586	359,725	0	827,293		1,722,564	1,874,935
Chopped	10,164	2,339	6,804	176,272	0		195,579	189,445
Total	494,004	65,925	366,529	176,272	832,148		1,934,878	
Conv. Total	1,284,857	79,892	254,421	136,611	341,181			2,096,961
Prior Year	852,315	49,609	244,932	136,691	205,197			1,488,744
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	14,634					14,639	14,645
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	14,634					14,639	
Conv. Total	11	14,634						14,645
Prior Year	153	6,962						7,115

Converted Total 5,264,635

*Conversion factor changed as of December 2008.

Consumer 3,743,185
Food Service 1,521,450

Sales - Month Ending January 31, 2011

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	255	0				255	255
Ex. Large	0	204	0				204	204
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	51	0	0				51	109
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	51	459	0				510	
Conv. Total	109	459	0					568
Prior Year	230	675	0					905
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	662	49,882	100				50,644	51,349
Medium	7,705	115,739	1,305				124,749	132,901
Large	1,439	194,867	690				196,996	198,332
Ex. Large	3,769	71,717	0				75,486	79,741
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,056	22,336	0				23,392	24,584
Colossal	438	5,269	0				5,707	6,202
Sup. Colossal	0	180	0				180	180
Green Ripe Whole	0	7,691	0				7,691	7,691
Total	15,069	467,681	2,095				484,845	
Conv. Total	32,082	467,681	1,217					500,980
Prior Year	36,934	414,752	1,841					453,527
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	537	0	0	0	200		737	1,465
Sliced	81,215	12,618	63,477	0	147,292		304,602	327,700
Chopped	176	0	0	36,718	0		36,894	29,131
Total	81,928	12,618	63,477	36,718	147,492		342,233	
Conv. Total	211,186	14,763	43,418	28,456	60,472			358,296
Prior Year	201,210	9,032	41,833	22,142	57,225			331,442
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	323					323	323
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	323					323	
Conv. Total	0	323						323
Prior Year	34	1,564						1,598

Converted Total 860,166

Consumer 616,790
Food Service 243,377

Cumulative Sales - Month Ending January 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,139	0				2,139	2,139
Large	0	2,252	0				2,252	2,252
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	749	1,020	0				1,769	2,615
Colossal	0	762	0				762	762
Super Colossal	0	60	0				60	60
Green Ripe Whole	0	0	0				0	0
Total	749	6,947	0				7,696	
Conv. Total	1,595	6,947	0					8,542
Prior Year	2,904	6,086	0					8,990
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,719	396,820	3,320				401,859	402,409
Medium	55,629	1,338,908	7,098				1,401,635	1,461,466
Large	11,314	1,760,615	8,823				1,780,752	1,789,829
Ex. Large	23,352	573,308	0				596,660	623,024
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	7,641	202,039	0				209,680	218,307
Colossal	2,658	39,908	0				42,566	45,567
Sup. Colossal	0	9,121	0				9,121	9,121
Green Ripe Whole	0	44,266	0				44,266	44,266
Total	102,313	4,364,985	19,241				4,486,539	
Conv. Total	217,824	4,364,985	11,179					4,593,988
Prior Year	237,100	4,326,331	11,919					4,575,350
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	4,728	0	0	0	2,600		7,328	13,241
Sliced	484,726	72,002	430,735	0	1,015,389		2,002,852	2,043,344
Chopped	2,756	340	0	207,244	0		210,340	171,980
Total	492,210	72,342	430,735	207,244	1,017,989		2,220,520	
Conv. Total	1,270,911	85,041	294,623	160,614	417,375			2,228,564
Prior Year	1,343,182	56,073	335,378	181,023	481,572			2,397,228
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	4,006					4,006	4,006
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	4,006					4,006	
Conv. Total	0	4,006						4,006
Prior Year	170	21,372						21,542

Converted Total 6,835,100

Consumer 5,344,771
Food Service 1,490,330

Consecutive Sales - 12 Months Month Ending January 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,459	0				2,459	2,459
Large	0	5,459	0				5,459	5,459
Ex. Large	0	1,122	0				1,122	1,122
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,028	2,042	0				4,070	6,360
Colossal	28	1,941	0				1,969	2,001
Super Colossal	0	213	0				213	213
Green Ripe Whole	0	0	0				0	0
Total	2,056	13,338	0				15,394	
Conv. Total	4,377	13,338	0					17,715
Prior Year	5,670	10,594	0					16,264
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,781	747,756	6,620				758,157	759,652
Medium	114,195	2,342,820	15,063				2,472,078	2,594,693
Large	34,084	3,196,339	17,824				3,248,247	3,279,260
Ex. Large	33,423	1,084,141	0				1,117,564	1,155,299
Ex. Large Sev "C"	892	0	0				892	1,899
Jumbo	16,444	369,874	0				386,318	404,883
Colossal	5,519	76,858	0				82,377	88,608
Sup. Colossal	0	14,018	0				14,018	14,018
Green Ripe Whole	0	76,594	0				76,594	76,594
Total	208,338	7,908,400	39,507				8,156,245	
Conv. Total	443,552	7,908,400	22,954					8,374,905
Prior Year	527,590	7,799,030	25,009					8,351,629
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	11,317	0	0	0	5,800		17,117	31,519
Sliced	994,300	119,012	924,062	0	2,122,690		4,160,064	4,201,928
Chopped	5,840	340	1,318	407,619	0		415,117	340,715
Total	1,011,457	119,352	925,380	407,619	2,128,490		4,592,298	
Conv. Total	2,611,854	140,043	633,680	315,905	872,681			4,574,163
Prior Year	2,780,752	120,957	696,869	342,844	959,425			4,900,847
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	67	11,961					12,028	12,104
Bkn. Pitted Green Ripe	0	0					0	0
Total	67	11,961					12,028	
Conv. Total	143	11,961						12,104
Prior Year	341	50,010						50,351

Converted Total 12,978,887

Consumer 9,918,961
Food Service 3,059,926