



# 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

Month Ending March 31, 2011 Released: April 26, 2011

Frequency: Monthly

**Summary Report - Sales**  
**Month Ending March 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	1,092,464	1,153,577	-5.30	8,720,230	8,950,582	-2.57	12,916,545	13,298,384	-2.87
<b>Markets</b>									
Consumer	817,492	857,267	-4.64	6,713,870	6,831,383	-1.72	9,876,431	10,007,597	-1.31
Food Service	274,971	296,311	-7.20	2,006,360	2,119,199	-5.32	3,040,114	3,290,787	-7.62
<b>Styles</b>									
Whole	1,004	1,127	-10.92	10,744	12,274	-12.46	16,633	17,060	-2.50
Pitted	688,177	722,988	-4.81	5,701,976	5,732,946	-0.54	8,325,298	8,344,971	-0.24
Wedged	3,136	3,423	-8.39	18,261	23,634	-22.74	29,270	35,984	-18.66
Sliced	372,767	399,117	-6.60	2,749,760	2,913,821	-5.63	4,183,324	4,466,021	-6.33
Chopped	27,057	24,898	8.67	226,320	243,271	-6.97	343,849	391,571	-12.19
Broken Pitted	323	2,023	-84.03	13,169	24,637	-46.55	18,172	42,777	-57.52
<b>Key Items</b>									
24/300 Pitted	643,648	678,126	-5.08	5,392,710	5,405,871	-0.24	7,856,585	7,811,393	0.58
6/10 Pitted	38,230	41,456	-7.78	290,068	310,317	-6.53	442,579	507,115	-12.73
6/10 Sliced	231,317	250,303	-7.59	1,680,000	1,770,207	-5.10	2,539,573	2,706,647	-6.17
24/300 Whole	329	567	-41.98	8,185	8,421	-2.80	12,241	11,037	10.91
6/10 Whole	675	560	20.52	2,559	3,853	-33.58	4,392	6,023	-27.08
6/10 Wedged	3,054	3,095	-1.33	16,949	22,158	-23.51	27,056	33,442	-19.10
2.25 Sliced	77,666	76,500	1.52	566,978	622,423	-8.91	879,055	945,686	-7.05
4.25 Chopped	23,753	23,722	0.13	207,127	228,620	-9.40	314,821	345,459	-8.87

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 March 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	1,611,628	996,220	61.77	10,388,966	6,912,898	50.28	6,156,898	4,213,826	46.11
<b>Markets</b>									
Consumer	1,197,546	803,775	48.99	8,022,835	5,140,040	56.09	4,472,270	3,181,075	40.59
Food Service	414,082	192,445	115.17	2,366,130	1,772,858	33.46	1,684,628	1,032,751	63.12
<b>Styles</b>									
Whole	2,082	6,043	-65.55	12,118	16,243	-25.40	18,206	18,692	-2.60
Pitted	990,844	679,081	45.91	6,782,297	4,248,472	59.64	3,808,998	2,787,065	36.67
Wedged	0	0	0.00	0	0	0.00	27,687	44,252	-37.43
Sliced	557,895	296,711	88.03	3,265,943	2,514,006	29.91	2,069,501	1,180,399	75.32
Chopped	49,865	14,386	246.62	309,590	119,431	159.22	212,634	177,038	20.11
Broken Pitted	10,941	0	0.00	19,018	14,747	28.96	19,872	6,381	211.42
<b>Key Items</b>									
24/300 Pitted	955,107	664,855	43.66	6,463,495	4,051,888	59.52	3,559,844	2,549,305	39.64
6/10 Pitted	35,737	11,497	210.84	298,554	189,490	57.56	227,522	216,805	4.94
6/10 Sliced	376,753	176,565	113.38	2,040,160	1,560,007	30.78	1,384,938	724,718	91.10
24/300 Whole	2,082	1,659	25.50	12,118	7,627	58.88	14,265	10,327	38.13
6/10 Whole	0	4,384	-100.00	0	8,616	-100.00	3,941	8,365	-52.89
6/10 Wedged	0	0	0.00	0	0	0.00	25,778	43,039	-40.10
2.25 Sliced	135,159	52,862	155.68	659,878	496,981	32.78	373,099	186,167	100.41
4.25 Chopped	48,274	14,386	235.56	279,607	103,757	169.48	157,951	125,014	26.35

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

Approximate Supply in Converted Cases

Total Inventory*	6,156,898
Converted Storage	17,562,080
Approximate Supply*	23,718,977

**Storage Report**  
**Month Ending March 31, 2011**

Whole Canning Sizes

Size	Tons
Small	33,390
Medium	14,960
Large	14,624
Ex. Large	6,882
Ex. Large Sev. "C"	1,992
Jumbo	6,036
Colossal	3,294
Super Colossal	714
Orchard Run	0
<b>Total Canning</b>	<b>81,892</b>
Limited	31,411
Total	113,304
Total Converted (*155)	17,562,080

**Packout - Month Ending March 31, 2011**

<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	2,082	0				2,082	2,082
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	0	2,082	0				2,082	
Conv. Total	0	2,082	0					2,082
Prior Year	4,384	1,659	0					6,043
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	44,651	0				44,651	44,651
Medium	10,188	191,064	0				201,252	212,754
Large	1,866	337,585	0				339,451	341,558
Ex. Large	1,398	152,990	0				154,388	155,966
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,654	63,744	0				65,398	67,265
Colossal	1,680	132,407	0				134,087	135,984
Sup. Colossal	0	32,666	0				32,666	32,666
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	16,786	955,107	0				971,893	
Conv. Total	35,737	955,107	0					990,844
Prior Year	11,497	664,855	2,729					679,081
<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	146,312	6,776	55,635	0	329,657		538,380	557,895
Chopped	415	0	0	62,289	0		62,704	49,865
<b>Total</b>	146,727	6,776	55,635	62,289	329,657		601,084	
Conv. Total	378,345	7,928	38,054	48,274	135,159			607,760
Prior Year	176,565	0	67,284	14,386	52,862			311,097
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	10,941					10,941	10,941
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	10,941					10,941	
Conv. Total	0	10,941						10,941
Prior Year	0	0						0

Converted Total 1,611,628

\*Conversion factor changed as of December 2008.

Consumer 1,197,546  
Food Service 414,082

**Cumulative Packout - Month Ending March 31, 2011**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,178	0				1,178	1,178
Large	0	2,561	0				2,561	2,561
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	2,999	0				2,999	2,999
Super Colossal	0	1,133	0				1,133	1,133
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	0	12,118	0				12,118	
<b>Conv. Total</b>	0	12,118	0					12,118
<b>Prior Year</b>	8,616	7,627	0					16,243
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	4,674	347,125	6,725				358,524	360,983
Medium	77,388	2,370,143	12,591				2,460,122	2,542,217
Large	22,967	1,961,030	15,534				1,999,531	2,018,952
Ex. Large	30,154	1,268,166	0				1,298,320	1,332,364
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,771	175,934	0				178,705	181,833
Colossal	2,278	225,256	0				227,534	230,106
Sup. Colossal	0	61,143	0				61,143	61,143
Green Ripe Whole	0	54,698	0				54,698	54,698
<b>Total</b>	140,232	6,463,495	34,850				6,638,577	
<b>Conv. Total</b>	298,554	6,463,495	20,248					6,782,297
<b>Prior Year</b>	189,490	4,051,888	7,094					4,248,472
<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	792,295	122,175	618,363	0	1,609,459		3,142,292	3,265,943
Chopped	7,151	1,092	0	360,783	0		369,026	309,590
<b>Total</b>	799,446	123,267	618,363	360,783	1,609,459		3,511,318	
<b>Conv. Total</b>	2,067,577	145,511	422,960	279,607	659,878			3,575,533
<b>Prior Year</b>	1,574,753	52,519	405,427	103,757	496,981			2,633,437
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	19,018					19,018	19,018
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	19,018					19,018	
<b>Conv. Total</b>	0	19,018						19,018
<b>Prior Year</b>	0	14,747						14,747

Converted Total 10,388,966

\*Conversion factor changed as of December 2008.

Consumer 8,022,835  
 Food Service 2,366,130

**Inventory - Month Ending March 31, 2011**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	3,016	0				3,016	3,016
Large	0	4,984	0				4,984	4,984
Ex. Large	392	1,832	0				2,224	2,667
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,103	627	0				1,730	2,975
Colossal	356	2,525	0				2,881	3,283
Super Colossal	0	1,281	0				1,281	1,281
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,851</b>	<b>14,265</b>	<b>0</b>				<b>16,116</b>	
<b>Conv. Total</b>	<b>3,941</b>	<b>14,265</b>	<b>0</b>					<b>18,206</b>
<b>Prior Year</b>	<b>8,365</b>	<b>10,327</b>	<b>0</b>					<b>18,692</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	4,953	217,155	5,110				227,218	230,669
Medium	58,223	1,105,958	19,927				1,184,108	1,241,492
Large	11,982	1,055,242	12,195				1,079,419	1,087,837
Ex. Large	20,707	533,928	0				554,635	578,013
Ex. Large Sev "C"	0	46	0				46	46
Jumbo	7,738	265,419	0				273,157	281,893
Colossal	3,265	203,202	0				206,467	210,153
Sup. Colossal	0	80,061	0				80,061	80,061
Green Ripe Whole	0	98,833	0				98,833	98,833
<b>Total</b>	<b>106,868</b>	<b>3,559,844</b>	<b>37,232</b>				<b>3,703,944</b>	
<b>Conv. Total</b>	<b>227,522</b>	<b>3,559,844</b>	<b>21,632</b>					<b>3,808,998</b>
<b>Prior Year</b>	<b>216,805</b>	<b>2,549,305</b>	<b>20,955</b>					<b>2,787,065</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,011	0	0	0	4,655		14,666	27,687
Sliced	537,840	77,500	322,791	0	909,998		1,848,129	2,069,501
Chopped	11,069	1,654	6,795	203,808	0		223,326	212,634
<b>Total</b>	<b>558,920</b>	<b>79,154</b>	<b>329,586</b>	<b>203,808</b>	<b>914,653</b>		<b>2,086,121</b>	
<b>Conv. Total</b>	<b>1,453,155</b>	<b>94,562</b>	<b>229,147</b>	<b>157,951</b>	<b>375,008</b>			<b>2,309,823</b>
<b>Prior Year</b>	<b>807,531</b>	<b>43,779</b>	<b>237,985</b>	<b>125,014</b>	<b>187,380</b>			<b>1,401,689</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	19,861					19,866	19,872
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>5</b>	<b>19,861</b>					<b>19,866</b>	
<b>Conv. Total</b>	<b>11</b>	<b>19,861</b>						<b>19,872</b>
<b>Prior Year</b>	<b>51</b>	<b>6,330</b>						<b>6,381</b>

Converted Total 6,156,898

\*Conversion factor changed as of December 2008.

Consumer 4,472,270  
Food Service 1,684,628

**Sales - Month Ending March 31, 2011**

<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	179	0				179	179
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	205	150	0				355	586
Colossal	112	0	0				112	238
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>317</b>	<b>329</b>	<b>0</b>				<b>646</b>	
<b>Conv. Total</b>	<b>675</b>	<b>329</b>	<b>0</b>					<b>1,004</b>
<b>Prior Year</b>	<b>560</b>	<b>567</b>	<b>0</b>					<b>1,127</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	253	54,420	500				55,173	55,249
Medium	8,277	185,061	3,361				196,699	204,635
Large	2,358	256,292	6,980				265,630	265,368
Ex. Large	5,196	88,120	0				93,316	99,182
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,043	42,736	0				43,779	44,957
Colossal	830	5,043	0				5,873	6,810
Sup. Colossal	0	2,277	0				2,277	2,277
Green Ripe Whole	0	9,699	0				9,699	9,699
<b>Total</b>	<b>17,957</b>	<b>643,648</b>	<b>10,841</b>				<b>672,446</b>	
<b>Conv. Total</b>	<b>38,230</b>	<b>643,648</b>	<b>6,299</b>					<b>688,177</b>
<b>Prior Year</b>	<b>41,456</b>	<b>678,126</b>	<b>3,406</b>					<b>722,988</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,186	0	0	0	200		1,386	3,136
Sliced	89,832	9,161	77,581	0	189,429		366,003	372,767
Chopped	442	680	9	30,649	0		31,780	27,057
<b>Total</b>	<b>91,460</b>	<b>9,841</b>	<b>77,590</b>	<b>30,649</b>	<b>189,629</b>		<b>399,169</b>	
<b>Conv. Total</b>	<b>236,066</b>	<b>12,316</b>	<b>53,076</b>	<b>23,753</b>	<b>77,748</b>			<b>402,960</b>
<b>Prior Year</b>	<b>254,261</b>	<b>8,268</b>	<b>64,360</b>	<b>23,722</b>	<b>76,828</b>			<b>427,439</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	323					323	323
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>323</b>					<b>323</b>	
<b>Conv. Total</b>	<b>0</b>	<b>323</b>						<b>323</b>
<b>Prior Year</b>	<b>34</b>	<b>1,989</b>						<b>2,023</b>

Converted Total 1,092,464

Consumer 817,492  
Food Service 274,971

**Cumulative Sales - Month Ending March 31, 2011**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,411	0				2,411	2,411
Large	0	2,678	0				2,678	2,678
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,090	1,170	0				2,260	3,491
Colossal	112	1,122	0				1,234	1,360
Super Colossal	0	90	0				90	90
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	1,202	8,185	0				9,387	
<b>Conv. Total</b>	2,559	8,185	0					10,744
<b>Prior Year</b>	3,853	8,421	0					12,274
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,526	488,321	4,120				494,967	496,093
Medium	72,912	1,635,495	12,067				1,720,474	1,797,736
Large	15,669	2,168,153	16,857				2,200,679	2,211,306
Ex. Large	31,274	713,856	0				745,130	780,438
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	9,883	263,577	0				273,460	284,618
Colossal	3,982	48,694	0				52,676	57,172
Sup. Colossal	0	12,938	0				12,938	12,938
Green Ripe Whole	0	61,676	0				61,676	61,676
<b>Total</b>	136,246	5,392,710	33,044				5,562,000	
<b>Conv. Total</b>	290,068	5,392,710	19,199					5,701,976
<b>Prior Year</b>	310,317	5,405,871	16,758					5,732,946
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	6,582	0	0	0	3,200		9,782	18,261
Sliced	652,427	90,571	580,138	0	1,382,874		2,706,010	2,749,760
Chopped	4,378	1,020	9	267,260	0		272,667	226,320
<b>Total</b>	663,387	91,591	580,147	267,260	1,386,074		2,988,459	
<b>Conv. Total</b>	1,713,733	108,365	396,825	207,127	568,290			2,994,341
<b>Prior Year</b>	1,804,756	73,475	449,976	228,620	623,899			3,180,726
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	13,169					13,169	13,169
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	13,169					13,169	
<b>Conv. Total</b>	0	13,169						13,169
<b>Prior Year</b>	273	24,364						24,637

Converted Total 8,720,230

Consumer 6,713,870  
 Food Service 2,006,360

**Consecutive Sales - 12 Months Month Ending March 31, 2011**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,615	0				2,615	2,615
Large	0	5,043	0				5,043	5,043
Ex. Large	0	1,122	0				1,122	1,122
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,951	1,988	0				3,939	6,142
Colossal	112	1,213	0				1,325	1,451
Super Colossal	0	158	0				158	158
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	2,063	12,241	0				14,304	
<b>Conv. Total</b>	4,392	12,241	0					16,633
<b>Prior Year</b>	6,023	11,037	0					17,060
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,883	733,418	6,020				743,321	745,183
Medium	112,524	2,347,623	16,864				2,477,011	2,596,985
Large	30,545	3,163,491	22,097				3,216,133	3,241,360
Ex. Large	39,092	1,055,992	0				1,095,084	1,139,219
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	15,872	382,066	0				397,938	415,857
Colossal	5,965	73,489	0				79,454	86,188
Sup. Colossal	0	17,530	0				17,530	17,530
Green Ripe Whole	0	82,976	0				82,976	82,976
<b>Total</b>	207,881	7,856,585	44,981				8,109,447	
<b>Conv. Total</b>	442,579	7,856,585	26,134					8,325,298
<b>Prior Year</b>	507,115	7,811,393	26,463					8,344,971
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,507	0	0	0	5,400		15,907	29,270
Sliced	986,242	122,708	908,081	0	2,144,036		4,161,067	4,183,324
Chopped	6,905	1,020	128	406,220	0		414,273	343,849
<b>Total</b>	1,003,654	123,728	908,209	406,220	2,149,436		4,591,247	
<b>Conv. Total</b>	2,593,102	145,965	621,285	314,821	881,269			4,556,442
<b>Prior Year</b>	2,777,240	116,807	705,841	345,459	948,228			4,893,575
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	19	18,132					18,151	18,172
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	19	18,132					18,151	
<b>Conv. Total</b>	40	18,132						18,172
<b>Prior Year</b>	409	42,368						42,777

Converted Total 12,916,545

Consumer 9,876,431  
Food Service 3,040,114