



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 June 30, 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	1,285,293	1,216,372	5.67	12,064,470	12,118,593	-0.45	13,092,774	13,175,083	-0.62
Markets									
Consumer	971,898	937,145	3.71	9,206,236	9,223,152	-0.18	9,977,028	9,967,919	0.09
Food Service	313,395	279,227	12.24	2,858,234	2,895,441	-1.29	3,115,746	3,207,164	-2.85
Styles									
Whole	579	1,703	-66.00	12,591	16,962	-25.77	13,793	17,900	-22.94
Pitted	796,862	778,114	2.41	7,777,374	7,724,828	0.68	8,408,814	8,337,038	0.86
Wedged	3,187	3,052	4.42	25,808	32,424	-20.41	28,027	36,696	-23.62
Sliced	449,023	398,642	12.64	3,918,623	3,988,645	-1.76	4,277,362	4,384,120	-2.44
Chopped	34,889	32,635	6.91	315,199	326,792	-3.55	349,207	364,624	-4.23
Broken Pitted	753	2,226	-66.17	14,874	28,943	-48.61	15,571	34,705	-55.13
Key Items									
24/300 Pitted	762,087	731,881	4.13	7,362,018	7,275,209	1.19	7,956,555	7,836,006	1.54
6/10 Pitted	32,736	44,164	-25.88	390,471	428,112	-8.79	425,187	477,360	-10.93
6/10 Sliced	273,375	230,728	18.48	2,413,676	2,413,522	0.01	2,629,935	2,662,287	-1.22
24/300 Whole	332	1,100	-69.82	9,138	11,818	-22.68	9,797	12,294	-20.31
6/10 Whole	247	603	-59.04	3,453	5,144	-32.87	3,996	5,606	-28.72
6/10 Wedged	3,023	2,724	10.98	23,922	30,128	-20.60	26,059	33,990	-23.33
2.25 Sliced	90,191	86,085	4.77	782,205	855,611	-8.58	861,094	934,451	-7.85
4.25 Chopped	30,822	31,627	-2.55	285,679	306,163	-6.69	315,830	333,069	-5.18

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Summary Report - Packout and Inventory

Month Ending June 30, 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	1,842,058	1,335,581	37.92	15,635,119	10,673,911	46.48	7,802,853	4,787,140	63.00
Markets									
Consumer	1,385,388	809,584	71.12	11,933,082	7,774,376	53.49	5,643,088	3,409,256	65.52
Food Service	456,670	525,997	-13.18	3,702,037	2,899,534	27.68	2,159,765	1,377,884	56.75
Styles									
Whole	0	0	0.00	17,672	20,346	-13.14	20,815	17,929	16.10
Pitted	1,189,522	603,605	97.07	9,903,198	6,442,387	53.72	4,854,489	2,979,689	62.92
Wedged	0	0	0.00	0	0	0.00	20,098	35,415	-43.25
Sliced	597,845	704,096	-15.09	5,231,123	4,008,679	30.49	2,613,178	1,590,343	64.32
Chopped	44,955	16,430	173.62	443,353	176,302	151.47	255,388	149,928	70.34
Broken Pitted	9,736	11,450	-14.97	39,773	26,197	51.82	38,885	13,837	181.02
Key Items									
24/300 Pitted	1,123,007	566,858	98.11	9,383,103	6,091,641	54.03	4,514,240	2,712,936	66.40
6/10 Pitted	61,958	35,874	72.71	495,291	339,141	46.04	319,716	247,722	29.06
6/10 Sliced	389,386	490,123	-20.55	3,170,806	2,537,032	24.98	1,778,921	1,054,164	68.75
24/300 Whole	0	0	0.00	17,672	11,730	50.66	17,779	10,856	63.77
6/10 Whole	0	0	0.00	0	8,616	-100.00	3,036	7,073	-57.08
6/10 Wedged	0	0	0.00	0	0	0.00	18,764	35,023	-46.42
2.25 Sliced	80,570	157,586	-48.87	959,605	817,285	17.41	454,866	271,074	67.80
4.25 Chopped	39,630	16,430	141.20	404,847	160,628	152.04	204,229	103,933	96.50

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	7,802,853
Converted Storage	13,096,688
Approximate Supply*	20,899,541

**Storage Report
Month Ending June 30, 2011**

Whole Canning Sizes	
Size	Tons
Small	27,716
Medium	9,385
Large	8,258
Ex. Large	1,918
Ex.Large Sev. "C"	1,894
Jumbo	5,071
Colossal	2,467
Super Colossal	430
Orchard Run	0
Total Canning	57,138
Limited	27,357
Total	84,495
Total Converted (*155)	13,096,688

Packout - Month Ending June 30, 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	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,403	208,313	0				210,716	213,429
Medium	11,712	448,929	1,660				462,301	474,828
Large	4,446	206,769	6,183				217,398	219,827
Ex. Large	3,377	85,499	0				88,876	92,689
Ex. Large Sev "C"	0	16,504	0				16,504	16,504
Jumbo	3,001	106,938	0				109,939	113,327
Colossal	726	49,946	0				50,672	51,492
Sup. Colossal	3,437	109	0				3,546	7,426
Green Ripe Whole	0	0	0				0	0
Total	29,102	1,123,007	7,843				1,159,952	
Conv. Total	61,958	1,123,007	4,557					1,189,522
Prior Year	35,874	566,858	874					603,605
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	151,218	8,211	172,926	0	196,512		528,867	597,845
Chopped	1,389	0	0	51,135	0		52,524	44,955
Total	152,607	8,211	172,926	51,135	196,512		581,391	
Conv. Total	394,712	9,607	118,281	39,630	80,570			642,800
Prior Year	490,123	0	56,386	16,430	157,586			720,526
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	9,736					9,736	9,736
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	9,736					9,736	
Conv. Total	0	9,736						9,736
Prior Year	0	11,450						11,450

Converted Total 1,842,058

*Conversion factor changed as of December 2008.

Consumer 1,385,388
 Food Service 456,670

Cumulative Packout - Month Ending June 30, 2011

RIPE WHOLE	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	5,991	0				5,991	5,991
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	3,257	0				3,257	3,257
Green Ripe Whole	0	0	0				0	0
Total	0	17,672	0				17,672	
Conv. Total	0	17,672	0					17,672
Prior Year	8,616	11,730	0					20,346
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	8,278	691,274	6,725				706,277	712,805
Medium	104,630	3,228,572	14,251				3,347,453	3,459,609
Large	29,564	2,792,152	21,717				2,843,433	2,867,711
Ex. Large	75,401	1,805,747	0				1,881,148	1,966,276
Ex. Large Sev "C"	0	28,276	0				28,276	28,276
Jumbo	8,326	343,948	0				352,274	361,674
Colossal	3,004	334,156	0				337,160	340,552
Sup. Colossal	3,437	104,280	0				107,717	111,597
Green Ripe Whole	0	54,698	0				54,698	54,698
Total	232,640	9,383,103	42,693				9,658,436	
Conv. Total	495,291	9,383,103	24,805					9,903,198
Prior Year	339,141	6,091,641	11,605					6,442,387
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	1,231,381	161,362	1,333,213	0	2,340,501		5,066,457	5,231,123
Chopped	9,374	1,092	0	522,383	0		532,849	443,353
Total	1,240,755	162,454	1,333,213	522,383	2,340,501		5,599,306	
Conv. Total	3,206,746	191,360	911,918	404,847	959,605			5,674,476
Prior Year	2,551,777	103,658	551,633	160,628	817,285			4,184,981
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	39,773					39,773	39,773
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	39,773					39,773	
Conv. Total	0	39,773						39,773
Prior Year	0	26,197						26,197

Converted Total 15,635,119

*Conversion factor changed as of December 2008.

Consumer 11,933,082
Food Service 3,702,037

Inventory - Month Ending June 30, 2011

RIPE WHOLE	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	7,662	0				7,662	7,662
Ex. Large	0	1,832	0				1,832	1,832
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,070	627	0				1,697	2,905
Colossal	356	2,525	0				2,881	3,283
Super Colossal	0	2,117	0				2,117	2,117
Green Ripe Whole	0	0	0				0	0
Total	1,426	17,779	0				19,205	
Conv. Total	3,036	17,779	0					20,815
Prior Year	7,073	10,856	0					17,929
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	7,298	362,334	3,612				373,244	379,970
Medium	58,942	1,359,466	19,183				1,437,591	1,496,099
Large	12,492	1,182,274	12,545				1,207,311	1,216,158
Ex. Large	54,491	734,263	0				788,754	850,274
Ex. Large Sev "C"	0	22,452	0				22,452	22,452
Jumbo	10,407	415,041	0				425,448	437,198
Colossal	3,105	248,107	0				251,212	254,718
Sup. Colossal	3,437	110,351	0				113,788	117,668
Green Ripe Whole	0	79,952	0				79,952	79,952
Total	150,172	4,514,240	35,340				4,699,752	
Conv. Total	319,716	4,514,240	20,533					4,854,489
Prior Year	247,722	2,712,936	19,031					2,979,689
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	7,287	0	0	0	3,254		10,541	20,098
Sliced	690,843	73,105	429,618	0	1,109,429		2,302,995	2,613,178
Chopped	10,255	1,505	6,752	263,521	0		282,033	255,388
Total	708,385	74,610	436,370	263,521	1,112,683		2,595,569	
Conv. Total	1,837,002	89,070	302,164	204,229	456,200			2,888,664
Prior Year	1,123,079	64,148	213,060	103,933	271,466			1,775,686
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	38,874					38,879	38,885
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	38,874					38,879	
Conv. Total	11	38,874						38,885
Prior Year	11	13,826						13,837

Converted Total 7,802,853

*Conversion factor changed as of December 2008.

Consumer 5,643,088
Food Service 2,159,765

Sales - Month Ending June 30, 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	332	0				332	332
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	116	0	0				116	247
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	116	332	0				448	
Conv. Total	247	332	0					579
Prior Year	603	1,100	0					1,703
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	297	95,502	700				96,499	96,541
Medium	8,173	238,156	1,063				247,392	256,174
Large	1,693	268,030	1,747				271,470	272,649
Ex. Large	3,098	104,831	0				107,929	111,427
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,619	40,088	0				41,707	43,535
Colossal	496	7,181	0				7,677	8,237
Sup. Colossal	0	921	0				921	921
Green Ripe Whole	0	7,378	0				7,378	7,378
Total	15,376	762,087	3,510				780,973	
Conv. Total	32,736	762,087	2,039					796,862
Prior Year	44,164	731,881	2,069					778,114
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,174	0	0	0	400		1,574	3,187
Sliced	106,165	17,386	95,198	0	219,979		438,728	449,023
Chopped	1,047	0	43	39,770	0		40,860	34,889
Total	108,386	17,386	95,241	39,770	220,379		481,162	
Conv. Total	280,412	20,342	65,168	30,822	90,355			487,099
Prior Year	234,460	10,298	71,531	31,627	86,413			434,329
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	753					753	753
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	753					753	
Conv. Total	0	753						753
Prior Year	0	2,226						2,226

Converted Total 1,285,293

Consumer 971,898
Food Service 313,395

Cumulative Sales - Month Ending June 30, 2011

RIPE WHOLE	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	3,410	0				3,410	3,410
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,510	1,170	0				2,680	4,385
Colossal	112	1,122	0				1,234	1,360
Super Colossal	0	311	0				311	311
Green Ripe Whole	0	0	0				0	0
Total	1,622	9,138	0				10,760	
Conv. Total	3,453	9,138	0					12,591
Prior Year	5,144	11,818	0					16,962
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,713	712,615	5,620				721,948	723,785
Medium	99,317	2,220,308	15,908				2,335,533	2,440,996
Large	21,737	2,916,698	21,303				2,959,738	2,975,353
Ex. Large	39,469	987,616	0				1,027,085	1,071,646
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	13,871	360,936	0				374,807	390,467
Colossal	5,299	68,387	0				73,686	79,669
Sup. Colossal	0	15,019	0				15,019	15,019
Green Ripe Whole	0	80,439	0				80,439	80,439
Total	183,406	7,362,018	42,831				7,588,255	
Conv. Total	390,471	7,362,018	24,885					7,777,374
Prior Year	428,112	7,275,209	21,507					7,724,828
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,290	0	0	0	4,600		13,890	25,808
Sliced	937,350	134,082	827,289	0	1,907,818		3,806,539	3,918,623
Chopped	6,967	1,168	52	368,618	0		376,805	315,199
Total	953,607	135,250	827,341	368,618	1,912,418		4,197,234	
Conv. Total	2,464,309	159,621	565,930	285,679	784,091			4,259,630
Prior Year	2,461,872	104,162	617,757	306,163	857,907			4,347,860
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	14,874					14,874	14,874
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	14,874					14,874	
Conv. Total	0	14,874						14,874
Prior Year	313	28,630						28,943

Converted Total 12,064,470

Consumer 9,206,236
Food Service 2,858,234

Consecutive Sales - 12 Months Month Ending June 30, 2011

RIPE WHOLE	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	3,895	0				3,895	3,895
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,765	1,344	0				3,109	5,102
Colossal	112	1,122	0				1,234	1,360
Super Colossal	0	311	0				311	311
Green Ripe Whole	0	0	0				0	0
Total	1,877	9,797	0				11,674	
Conv. Total	3,996	9,797	0					13,793
Prior Year	5,606	12,294	0					17,900
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,998	773,643	6,320				783,961	785,827
Medium	108,985	2,392,906	17,524				2,519,415	2,635,117
Large	23,485	3,159,235	22,751				3,205,471	3,222,453
Ex. Large	42,427	1,064,811	0				1,107,238	1,155,138
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	15,195	391,392	0				406,587	423,742
Colossal	5,622	74,312	0				79,934	86,281
Sup. Colossal	0	15,658	0				15,658	15,658
Green Ripe Whole	0	84,598	0				84,598	84,598
Total	199,712	7,956,555	46,595				8,202,862	
Conv. Total	425,187	7,956,555	27,072					8,408,814
Prior Year	477,360	7,836,006	23,672					8,337,038
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,120	0	0	0	4,800		14,920	28,027
Sliced	1,021,334	139,991	910,152	0	2,100,229		4,171,706	4,277,362
Chopped	7,973	1,168	52	407,522	0		416,715	349,207
Total	1,039,427	141,159	910,204	407,522	2,105,029		4,603,341	
Conv. Total	2,686,563	166,534	622,608	315,830	863,062			4,654,596
Prior Year	2,723,851	115,996	675,366	333,069	937,157			4,785,440
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	15,571					15,571	15,571
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	15,571					15,571	
Conv. Total	0	15,571						15,571
Prior Year	347	34,358						34,705

Converted Total 13,092,774

Consumer 9,977,028

Food Service 3,115,746