



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 July 31, 2011 Released: August 23, 2011

Frequency: Monthly

Summary Report - Sales
Month Ending July 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	1,008,191	1,028,304	-1.96	13,072,660	13,146,897	-0.56	13,072,660	13,146,897	-0.56
Markets									
Consumer	742,502	770,793	-3.67	9,948,738	9,993,945	-0.45	9,948,738	9,993,945	-0.45
Food Service	265,688	257,511	3.18	3,123,922	3,152,952	-0.92	3,123,922	3,152,952	-0.92
Styles									
Whole	1,287	1,202	7.06	13,878	18,164	-23.60	13,878	18,164	-23.60
Pitted	603,984	631,439	-4.35	8,381,358	8,356,267	0.30	8,381,358	8,356,267	0.30
Wedged	2,242	2,219	1.04	28,050	34,643	-19.03	28,050	34,643	-19.03
Sliced	371,768	358,739	3.63	4,290,391	4,347,384	-1.31	4,290,391	4,347,384	-1.31
Chopped	25,884	34,008	-23.89	341,083	360,799	-5.46	341,083	360,799	-5.46
Broken Pitted	3,026	697	334.15	17,900	29,640	-39.61	17,900	29,640	-39.61
Key Items									
24/300 Pitted	569,514	594,537	-4.21	7,931,532	7,869,746	0.79	7,931,532	7,869,746	0.79
6/10 Pitted	32,831	34,715	-5.43	423,303	462,828	-8.54	423,303	462,828	-8.54
6/10 Sliced	229,433	216,259	6.09	2,643,109	2,629,781	0.51	2,643,109	2,629,781	0.51
24/300 Whole	876	659	32.93	10,014	12,477	-19.74	10,014	12,477	-19.74
6/10 Whole	411	543	-24.33	3,864	5,687	-32.05	3,864	5,687	-32.05
6/10 Wedged	2,078	2,137	-2.76	26,000	32,265	-19.42	26,000	32,265	-19.42
2.25 Sliced	75,080	78,889	-4.83	857,286	934,499	-8.26	857,286	934,499	-8.26
4.25 Chopped	24,937	30,151	-17.29	310,616	336,314	-7.64	310,616	336,314	-7.64

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

DOUG FLOHR – BRIAN KUGEL
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 July 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	715,510	758,450	-5.66	16,350,629	11,432,361	43.02	7,474,151	4,506,754	65.84
Markets									
Consumer	598,823	539,433	11.01	12,531,906	8,313,809	50.74	5,477,965	3,170,395	72.78
Food Service	116,687	219,018	-46.72	3,818,723	3,118,552	22.45	1,996,186	1,336,359	49.37
Styles									
Whole	3,372	0	---	21,044	20,346	3.43	21,048	16,848	24.93
Pitted	570,244	391,598	45.62	10,473,442	6,833,985	53.26	4,795,178	2,734,349	75.37
Wedged	0	12,902	---	0	12,902	---	17,512	46,058	-61.98
Sliced	126,792	338,951	-62.59	5,357,914	4,347,630	23.24	2,355,606	1,565,222	50.50
Chopped	15,102	14,039	7.57	458,455	190,340	140.86	243,382	130,169	86.97
Broken Pitted	0	961	---	39,773	27,158	46.45	41,426	14,108	193.63
Key Items									
24/300 Pitted	509,431	382,756	33.10	9,892,534	6,474,397	52.79	4,430,769	2,496,061	77.51
6/10 Pitted	60,813	8,842	587.77	556,103	347,983	59.81	345,577	221,784	55.82
6/10 Sliced	52,502	198,180	-73.51	3,223,308	2,735,211	17.84	1,590,717	1,033,275	53.95
24/300 Whole	0	0	---	17,672	11,730	50.66	15,074	10,346	45.70
6/10 Whole	3,372	0	---	3,372	8,616	-60.86	5,974	6,502	-8.12
6/10 Wedged	0	9,991	---	0	9,991	---	16,346	42,838	-61.84
2.25 Sliced	69,789	90,239	-22.66	1,029,394	907,523	13.43	448,678	282,293	58.94
4.25 Chopped	15,102	12,033	25.51	419,949	172,661	143.22	194,015	86,120	125.28

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

Approximate Supply in Converted Cases

Total Inventory*	7,474,151
Converted Storage	12,321,958
Approximate Supply*	19,796,109

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

Whole Canning Sizes	
Size	Tons
Small	27,500
Medium	8,749
Large	6,639
Ex. Large	1,483
Ex. Large Sev. "C"	1,721
Jumbo	3,926
Colossal	2,254
Super Colossal	430
Orchard Run	0
Total Canning	52,702
Limited	26,795
Total	79,497
Total Converted (*155)	12,321,958

Packout - Month Ending July 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	1,584	0	0				1,584	3,372
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	1,584	0	0				1,584	
Conv. Total	3,372	0	0					3,372
Prior Year	0	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	5,017	0				5,017	5,017
Medium	0	135,658	0				135,658	135,658
Large	7,413	174,209	0				181,622	189,991
Ex. Large	296	107,626	0				107,922	108,256
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	15,757	46,221	0				61,978	79,768
Colossal	3,963	39,526	0				43,489	47,963
Sup. Colossal	1,135	1,174	0				2,309	3,590
Green Ripe Whole	0	0	0				0	0
Total	28,564	509,431	0				537,995	
Conv. Total	60,813	509,431	0					570,244
Prior Year	8,842	382,756	0					391,598
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	20,389	3,847	0	0	170,217		194,453	126,792
Chopped	0	0	0	19,487	0		19,487	15,102
Total	20,389	3,847	0	19,487	170,217		213,940	
Conv. Total	52,502	4,501	0	15,102	69,789			141,894
Prior Year	210,176	0	50,533	12,033	93,150			365,892
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	961						961

Converted Total 715,510

*Conversion factor changed as of December 2008.

Consumer 598,823
Food Service 116,687

Cumulative Packout - Month Ending July 31, 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	1,584	686	0				2,270	4,058
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	1,584	17,672	0				19,256	
Conv. Total	3,372	17,672	0					21,044
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	696,291	6,725				711,294	717,822
Medium	104,630	3,364,230	14,251				3,483,111	3,595,267
Large	36,977	2,966,361	21,717				3,025,055	3,057,703
Ex. Large	75,697	1,913,373	0				1,989,070	2,074,532
Ex. Large Sev "C"	0	28,276	0				28,276	28,276
Jumbo	24,083	390,169	0				414,252	441,442
Colossal	6,967	373,682	0				380,649	388,515
Sup. Colossal	4,572	105,454	0				110,026	115,188
Green Ripe Whole	0	54,698	0				54,698	54,698
Total	261,204	9,892,534	42,693				10,196,431	
Conv. Total	556,103	9,892,534	24,805					10,473,442
Prior Year	347,983	6,474,397	11,605					6,833,985
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	1,251,770	165,209	1,333,213	0	2,510,718		5,260,910	5,357,914
Chopped	9,374	1,092	0	541,870	0		552,336	458,455
Total	1,261,144	166,301	1,333,213	541,870	2,510,718		5,813,246	
Conv. Total	3,259,248	195,861	911,918	419,949	1,029,394			5,816,370
Prior Year	2,761,953	103,658	602,166	172,661	910,434			4,550,872
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	27,158						27,158

Converted Total

16,350,629

*Conversion factor changed as of December 2008.

Consumer
Food Service

12,531,906
3,818,723

Inventory - Month Ending July 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	2,684	0				2,684	2,684
Large	0	7,498	0				7,498	7,498
Ex. Large	0	144	0				144	144
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,450	320	0				2,770	5,536
Colossal	356	2,313	0				2,669	3,071
Super Colossal	0	2,115	0				2,115	2,115
Green Ripe Whole	0	0	0				0	0
Total	2,806	15,074	0				17,880	
Conv. Total	5,974	15,074	0					21,048
Prior Year	6,502	10,346	0					16,848
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	7,066	293,894	3,302				304,262	310,856
Medium	49,576	1,296,117	17,450				1,363,143	1,411,803
Large	17,958	1,186,847	11,661				1,216,466	1,231,855
Ex. Large	50,391	752,281	0				802,672	859,563
Ex. Large Sev "C"	0	21,130	0				21,130	21,130
Jumbo	26,146	444,751	0				470,897	500,416
Colossal	6,610	251,875	0				258,485	265,948
Sup. Colossal	4,572	108,379	0				112,951	118,113
Green Ripe Whole	0	75,495	0				75,495	75,495
Total	162,319	4,430,769	32,413				4,625,501	
Conv. Total	345,577	4,430,769	18,832					4,795,178
Prior Year	221,784	2,496,061	16,504					2,734,349
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	6,348	0	0	0	2,844		9,192	17,512
Sliced	617,754	64,915	351,259	0	1,094,336		2,128,264	2,355,606
Chopped	9,797	1,494	6,743	250,342	0		268,376	243,382
Total	633,899	66,409	358,002	250,342	1,097,180		2,405,832	
Conv. Total	1,644,624	79,461	248,555	194,015	449,844			2,616,500
Prior Year	1,108,062	56,099	205,656	86,120	285,513			1,741,450
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	41,415					41,420	41,426
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	41,415					41,420	
Conv. Total	11	41,415						41,426
Prior Year	11	14,097						14,108

Converted Total 7,474,151

*Conversion factor changed as of December 2008.

Consumer	5,477,965
Food Service	1,996,186

Sales - Month Ending July 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	204	0				204	204
Large	0	162	0				162	162
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	193	306	0				499	717
Colossal	0	204	0				204	204
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	193	876	0				1,069	
Conv. Total	411	876	0					1,287
Prior Year	543	659	0					1,202
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	282	71,334	300				71,916	72,109
Medium	8,687	155,672	1,640				165,999	175,119
Large	1,785	207,066	880				209,731	211,378
Ex. Large	3,095	72,922	0				76,017	79,511
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,137	52,500	0				53,637	54,921
Colossal	435	4,593	0				5,028	5,519
Sup. Colossal	0	586	0				586	586
Green Ripe Whole	0	4,841	0				4,841	4,841
Total	15,421	569,514	2,820				587,755	
Conv. Total	32,831	569,514	1,638					603,984
Prior Year	34,715	594,537	2,187					631,439
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	807	0	0	0	400		1,207	2,242
Sliced	89,100	11,855	78,048	0	183,123		362,126	371,768
Chopped	244	0	9	32,177	0		32,430	25,884
Total	90,151	11,855	78,057	32,177	183,523		395,763	
Conv. Total	232,446	13,870	53,396	24,937	75,244			399,894
Prior Year	222,253	6,914	56,678	30,151	78,971			394,967
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	3,026					3,026	3,026
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	3,026					3,026	
Conv. Total	0	3,026						3,026
Prior Year	0	697						697

Converted Total 1,008,191

Consumer 742,502
Food Service 265,688

Cumulative Sales - Month Ending July 31, 2011

RIPE WHOLE	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	3,572	0				3,572	3,572
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,703	1,476	0				3,179	5,102
Colossal	112	1,326	0				1,438	1,564
Super Colossal	0	311	0				311	311
Green Ripe Whole	0	0	0				0	0
Total	1,815	10,014	0				11,829	
Conv. Total	3,864	10,014	0					13,878
Prior Year	5,687	12,477	0					18,164
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,995	783,949	5,920				793,864	795,894
Medium	108,004	2,375,980	17,548				2,501,532	2,616,116
Large	23,522	3,123,764	22,183				3,169,469	3,186,731
Ex. Large	42,564	1,060,538	0				1,103,102	1,151,157
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	15,008	413,436	0				428,444	445,388
Colossal	5,734	72,980	0				78,714	85,188
Sup. Colossal	0	15,605	0				15,605	15,605
Green Ripe Whole	0	85,280	0				85,280	85,280
Total	198,827	7,931,532	45,651				8,176,010	
Conv. Total	423,303	7,931,532	26,523					8,381,358
Prior Year	462,828	7,869,746	23,694					8,356,268
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,097	0	0	0	5,000		15,097	28,050
Sliced	1,026,450	145,937	905,337	0	2,090,941		4,168,665	4,290,391
Chopped	7,211	1,168	61	400,795	0		409,235	341,083
Total	1,043,758	147,105	905,398	400,795	2,095,941		4,592,997	
Conv. Total	2,696,755	173,491	619,326	310,616	859,336			4,659,524
Prior Year	2,684,125	111,075	674,435	336,314	936,877			4,742,826
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	17,900					17,900	17,900
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	17,900					17,900	
Conv. Total	0	17,900						17,900
Prior Year	313	29,327						29,640

Converted Total 13,072,660

Consumer 9,948,738

Food Service 3,123,922

Consecutive Sales - 12 Months Month Ending July 31, 2011

RIPE WHOLE	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	3,572	0				3,572	3,572
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,703	1,476	0				3,179	5,102
Colossal	112	1,326	0				1,438	1,564
Super Colossal	0	311	0				311	311
Green Ripe Whole	0	0	0				0	0
Total	1,815	10,014	0				11,829	
Conv. Total	3,864	10,014	0					13,878
Prior Year	5,687	12,477	0					18,164
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,995	783,949	5,920				793,864	795,894
Medium	108,004	2,375,980	17,548				2,501,532	2,616,116
Large	23,522	3,123,764	22,183				3,169,469	3,186,731
Ex. Large	42,564	1,060,538	0				1,103,102	1,151,157
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	15,008	413,436	0				428,444	445,388
Colossal	5,734	72,980	0				78,714	85,188
Sup. Colossal	0	15,605	0				15,605	15,605
Green Ripe Whole	0	85,280	0				85,280	85,280
Total	198,827	7,931,532	45,651				8,176,010	
Conv. Total	423,303	7,931,532	26,523					8,381,358
Prior Year	462,828	7,869,746	23,694					8,356,268
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,097	0	0	0	5,000		15,097	28,050
Sliced	1,026,450	145,937	905,337	0	2,090,941		4,168,665	4,290,391
Chopped	7,211	1,168	61	400,795	0		409,235	341,083
Total	1,043,758	147,105	905,398	400,795	2,095,941		4,592,997	
Conv. Total	2,696,755	173,491	619,326	310,616	859,336			4,659,524
Prior Year	2,684,125	111,075	674,435	336,314	936,877			4,742,826
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	17,900					17,900	17,900
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	17,900					17,900	
Conv. Total	0	17,900						17,900
Prior Year	313	29,327						29,640

Converted Total 13,072,660

Consumer 9,948,738
Food Service 3,123,922