



United States Department of Agriculture
National Agricultural Statistics Service

California Monthly Olive Report October Revision



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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Changes from the original report to this revised report were due to late reports and corrections to the original data.

Summary Report - Sales
Month Ending October 31, 2011
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	11/12	10/11	Percent Change	11/12	10/11	Percent Change	11/12	10/11	Percent Change
Total	1,380,020	1,343,686	2.70	3,677,153	3,471,710	5.92	13,278,103	13,021,628	1.97
Markets									
Consumer	1,095,296	1,095,862	-0.05	2,715,141	2,705,761	0.35	9,958,117	9,930,618	0.28
Food Service	284,725	247,823	14.89	962,013	765,949	25.60	3,319,986	3,091,011	7.41
Styles									
Whole	1,716	2,660	-35.49	4,198	4,695	-10.59	13,381	17,809	-24.86
Pitted	969,206	950,691	1.95	2,340,960	2,293,670	2.06	8,428,648	8,309,027	1.44
Wedged	2,422	2,334	3.77	9,440	7,117	32.65	30,373	33,126	-8.31
Sliced	381,364	356,003	7.12	1,245,582	1,075,638	15.80	4,460,336	4,283,906	4.12
Chopped	24,479	31,774	-22.96	75,172	89,432	-15.95	326,822	356,246	-8.26
Broken Pitted	833	223	273.54	1,802	1,159	55.48	18,543	21,514	-13.81
Key Items									
24/300 Pitted	928,209	912,083	1.77	2,212,350	2,178,338	1.56	7,965,544	7,836,707	1.64
6/10 Pitted	38,188	37,062	3.04	122,151	109,437	11.62	436,017	448,663	-2.82
6/10 Sliced	243,278	207,267	17.37	823,660	642,725	28.15	2,824,044	2,581,396	9.40
24/300 Whole	1,452	2,262	-35.81	3,263	4,005	-18.53	9,272	12,946	-28.38
6/10 Whole	264	398	-33.69	935	690	35.49	4,109	4,863	-15.50
6/10 Wedged	2,258	2,088	8.14	8,948	6,461	38.50	28,487	30,830	-7.60
2.25 Sliced	71,858	82,906	-13.33	219,660	233,313	-5.85	843,632	923,837	-8.68
4.25 Chopped	22,814	30,766	-25.85	67,904	81,997	-17.19	296,524	328,813	-9.82

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Summary Report - Packout and Inventory
Month Ending October 31, 2011
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	11/12	10/11	Percent Change	11/12	10/11	Percent Change	11/12	10/11	Percent Change
Total	1,335,314	1,393,555	-4.18	4,446,888	3,629,803	22.51	8,210,985	4,655,834	76.36
Markets									
Consumer	1,149,154	1,232,253	-6.74	3,571,883	2,949,927	21.08	6,311,549	3,416,127	84.76
Food Service	186,160	161,302	15.41	875,005	679,877	28.70	1,899,436	1,239,707	53.22
Styles									
Whole	0	3,561	---	3,158	3,561	-11.32	19,993	15,704	27.31
Pitted	997,165	1,124,430	-11.32	3,159,822	2,412,491	30.98	5,593,734	2,853,331	96.04
Wedged	0	0	---	0	0	---	7,990	38,712	-79.36
Sliced	310,559	217,358	42.88	1,162,683	1,093,814	6.30	2,260,597	1,575,050	43.53
Chopped	27,590	48,205	-42.77	121,224	119,937	1.07	289,057	160,089	80.56
Broken Pitted	0	0	---	0	0	---	39,614	12,947	205.98
Key Items									
24/300 Pitted	962,152	1,080,011	-10.91	2,994,725	2,334,347	28.29	5,193,364	2,655,371	95.58
6/10 Pitted	25,838	44,419	-41.83	155,922	70,617	120.80	378,960	179,737	110.84
6/10 Sliced	160,322	114,958	39.46	716,350	604,149	18.57	1,474,254	987,631	49.27
24/300 Whole	0	3,561	---	3,158	3,561	-11.32	14,956	9,892	51.19
6/10 Whole	0	0	---	0	0	---	5,037	5,812	-13.33
6/10 Wedged	0	0	---	0	0	---	7,316	36,148	-79.76
2.25 Sliced	91,985	71,697	28.30	265,269	266,540	-0.48	492,481	314,210	56.74
4.25 Chopped	27,590	46,281	-40.39	118,491	114,826	3.19	244,333	118,421	106.33

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	8,210,985
Converted Storage	11,541,515
Approximate Supply*	19,752,501

Storage Report
Month Ending October 31, 2011

Whole Canning Sizes	
Size	Tons
Small	19,936
Medium	7,424
Large	5,189
Ex. Large	5,895
Ex.Large Sev. "C"	1,249
Jumbo	2,339
Colossal	4,652
Super Colossal	1,179
Orchard Run	0
Total Canning	47,862
Limited	26,599
Total	74,461
Total Converted (*155)	11,541,515

Packout - Month Ending October 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	3,561	0					3,561
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	31,266	5,537				36,803	34,483
Medium	3,794	142,159	0				145,953	150,236
Large	2,249	230,947	10,256				243,452	241,694
Ex. Large	6,093	462,838	0				468,931	475,810
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	5,706	0				5,706	5,706
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	89,236	0				89,236	89,236
Total	12,136	962,152	15,793				990,081	
Conv. Total	25,838	962,152	9,176					997,165
Prior Year	44,419	1,080,011	0					1,124,430
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	62,261	18,593	53,359	0	224,354		358,567	310,559
Chopped	0	0	0	35,600	0		35,600	27,590
Total	62,261	18,593	53,359	35,600	224,354		394,167	
Conv. Total	160,322	21,754	36,498	27,590	91,985			338,149
Prior Year	116,883	706	29,998	46,281	71,697			265,564
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	0						0

Converted Total 1,335,314

*Conversion factor changed as of December 2008.

Consumer 1,149,154
Food Service 186,160

Cumulative Packout - Month Ending October 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	2,132	0				2,132	2,132
Ex. Large	0	1,026	0				1,026	1,026
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	3,158	0				3,158	
Conv. Total	0	3,158	0					3,158
Prior Year	0	3,561	0					3,561
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,761	427,341	5,537				436,639	438,565
Medium	50,549	939,334	0				989,883	1,046,953
Large	12,834	728,269	10,256				751,359	761,551
Ex. Large	6,093	803,162	0				809,255	816,134
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	5,706	0				5,706	5,706
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	90,913	0				90,913	90,913
Total	73,237	2,994,725	15,793				3,083,755	
Conv. Total	155,922	2,994,725	9,176					3,159,822
Prior Year	70,617	2,334,347	7,527					2,412,491
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	278,194	31,215	211,320	0	646,998		1,167,727	1,162,683
Chopped	713	0	0	152,891	0		153,604	121,224
Total	278,907	31,215	211,320	152,891	646,998		1,321,331	
Conv. Total	719,083	36,522	144,543	118,491	265,269			1,283,907
Prior Year	609,260	31,679	191,446	114,826	266,540			1,213,751
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	0						0

Converted Total 4,446,888

*Conversion factor changed as of December 2008.

Consumer 3,571,883
 Food Service 875,005

Inventory - Month Ending October 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	2,343	0				2,343	2,343
Large	0	7,502	0				7,502	7,502
Ex. Large	0	864	0				864	864
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,010	218	0				2,228	4,497
Colossal	356	2,085	0				2,441	2,843
Super Colossal	0	1,944	0				1,944	1,944
Green Ripe Whole	0	0	0				0	0
Total	2,366	14,956	0				17,322	
Conv. Total	5,037	14,956	0					19,993
Prior Year	5,812	9,892	0					15,704
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	10,095	456,108	6,651				472,854	481,464
Medium	72,801	1,592,625	10,560				1,675,986	1,753,754
Large	24,179	1,276,387	15,156				1,315,722	1,336,670
Ex. Large	38,877	1,056,900	4,484				1,100,261	1,142,274
Ex. Large Sev "C"	0	21,130	0				21,130	21,130
Jumbo	22,434	379,489	0				401,923	427,251
Colossal	5,041	171,101	0				176,142	181,833
Sup. Colossal	4,572	95,584	0				100,156	105,318
Green Ripe Whole	0	144,040	0				144,040	144,040
Total	177,999	5,193,364	36,851				5,408,214	
Conv. Total	378,960	5,193,364	21,410					5,593,734
Prior Year	179,737	2,655,371	18,224					2,853,331
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	2,841	0	0	0	1,644		4,485	7,990
Sliced	572,526	55,018	335,513	0	1,201,173		2,164,230	2,260,597
Chopped	8,831	1,099	6,734	315,269	0		331,933	289,057
Total	584,198	56,117	342,247	315,269	1,202,817		2,500,648	
Conv. Total	1,515,428	66,954	237,774	244,333	493,155			2,557,644
Prior Year	1,054,148	49,021	235,487	118,421	316,775			1,773,852
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	39,603					39,608	39,614
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	39,603					39,608	
Conv. Total	11	39,603						39,614
Prior Year	11	12,936						12,947

Converted Total 8,210,985

*Conversion factor changed as of December 2008.

Consumer	6,311,549
Food Service	1,899,436

Sales - Month Ending October 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	340	0				340	340
Large	0	655	0				655	655
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	124	204	0				328	468
Colossal	0	219	0				219	219
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
Total	124	1,452	0				1,576	
Conv. Total	264	1,452	0					1,716
Prior Year	398	2,262	0					2,660
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	316	118,912	1,500				120,728	120,456
Medium	9,182	271,263	1,081				281,526	291,440
Large	2,212	356,769	2,254				361,235	362,788
Ex. Large	4,470	112,367	0				116,837	121,884
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,187	53,848	0				55,035	56,375
Colossal	570	5,577	0				6,147	6,791
Sup. Colossal	0	1,007	0				1,007	1,007
Green Ripe Whole	0	8,466	0				8,466	8,466
Total	17,937	928,209	4,835				950,981	
Conv. Total	38,188	928,209	2,809					969,206
Prior Year	37,062	912,083	1,546					950,691
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	877	0	0	0	400		1,277	2,422
Sliced	94,477	14,306	72,353	0	175,264		356,400	381,364
Chopped	192	395	0	29,438	0		30,025	24,479
Total	95,546	14,701	72,353	29,438	175,664		387,702	
Conv. Total	246,273	17,666	49,489	22,814	72,022			408,265
Prior Year	210,364	11,638	54,193	30,766	83,152			390,112
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	833					833	833
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	833					833	
Conv. Total	0	833						833
Prior Year	0	223						223

Converted Total 1,380,020

Consumer 1,095,296
Food Service 284,725

Cumulative Sales - Month Ending October 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	340	0				340	340
Large	0	2,126	0				2,126	2,126
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	439	204	0				643	1,139
Colossal	0	219	0				219	219
Super Colossal	0	68	0				68	68
Green Ripe Whole	0	0	0				0	0
Total	439	3,263	0				3,702	
Conv. Total	935	3,263	0					4,198
Prior Year	690	4,005	0					4,695
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	719	262,897	2,300				265,916	265,764
Medium	27,500	640,176	3,439				671,115	700,722
Large	6,496	848,166	5,377				860,039	865,120
Ex. Large	17,501	277,209	0				294,710	314,469
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	3,618	141,126	0				144,744	148,829
Colossal	1,541	16,638	0				18,179	19,919
Sup. Colossal	0	4,013	0				4,013	4,013
Green Ripe Whole	0	22,125	0				22,125	22,125
Total	57,375	2,212,350	11,116				2,280,841	
Conv. Total	122,151	2,212,350	6,458					2,340,960
Prior Year	109,437	2,178,338	5,895					2,293,670
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	3,475	0	0	0	1,200		4,675	9,440
Sliced	319,868	40,805	225,907	0	535,756		1,122,336	1,245,582
Chopped	1,648	395	17	87,618	0		89,678	75,172
Total	324,991	41,200	225,924	87,618	536,956		1,216,689	
Conv. Total	838,927	48,670	154,541	67,904	220,152			1,330,194
Prior Year	655,822	40,021	160,377	81,997	233,969			1,172,187
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	1,802					1,802	1,802
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	1,802					1,802	
Conv. Total	0	1,802						1,802
Prior Year	0	1,159						1,159

Converted Total 3,677,153

Consumer 2,715,141
Food Service 962,013

Consecutive Sales - 12 Months Month Ending October 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	816	0				816	816
Large	0	4,450	0				4,450	4,450
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,818	1,680	0				3,498	5,551
Colossal	112	1,395	0				1,507	1,633
Super Colossal	0	319	0				319	319
Green Ripe Whole	0	0	0				0	0
Total	1,930	9,272	0				11,202	
Conv. Total	4,109	9,272	0					13,381
Prior Year	4,863	12,946	0					17,809
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,991	859,249	6,420				869,660	871,476
Medium	107,123	2,317,303	17,117				2,441,543	2,555,313
Large	24,101	3,084,289	23,084				3,131,474	3,149,012
Ex. Large	48,451	1,072,112	0				1,120,563	1,175,264
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	14,840	455,102	0				469,942	486,696
Colossal	6,293	72,282	0				78,575	85,680
Sup. Colossal	0	15,469	0				15,469	15,469
Green Ripe Whole	0	89,738	0				89,738	89,738
Total	204,799	7,965,544	46,621				8,216,964	
Conv. Total	436,017	7,965,544	27,087					8,428,648
Prior Year	448,663	7,836,707	23,657					8,309,027
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	11,063	0	0	0	4,600		15,663	30,373
Sliced	1,096,716	153,219	896,774	0	2,057,640		4,204,349	4,460,336
Chopped	7,128	1,223	78	382,611	0		391,040	326,822
Total	1,114,907	154,442	896,852	382,611	2,062,240		4,611,052	
Conv. Total	2,879,860	182,140	613,489	296,524	845,518			4,817,531
Prior Year	2,637,240	124,955	656,138	328,813	926,133			4,673,279
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	18,543					18,543	18,543
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	18,543					18,543	
Conv. Total	0	18,543						18,543
Prior Year	245	21,269						21,514

Converted Total 13,278,103

Consumer 9,958,117
Food Service 3,319,986