



United States Department of Agriculture
National Agricultural Statistics Service

California Monthly Olive Report November 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

Month Ending: November 30, 2011 Revision Released: April 4, 2012

Frequency: Monthly

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 November 30, 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	1,519,161	1,465,342	3.67	5,196,314	4,937,052	5.25	13,331,922	13,091,542	1.84
Markets									
Consumer	1,233,130	1,224,599	0.70	3,948,270	3,930,360	0.46	9,966,648	9,998,159	-0.32
Food Service	286,031	240,743	18.81	1,248,044	1,006,692	23.97	3,365,274	3,093,383	8.79
Styles									
Whole	621	864	-28.07	4,819	5,559	-13.31	13,138	16,969	-22.58
Pitted	1,098,843	1,091,847	0.64	3,439,803	3,385,516	1.60	8,435,645	8,425,723	0.12
Wedged	1,922	2,152	-10.67	11,362	9,268	22.60	30,144	33,378	-9.69
Sliced	387,035	341,368	13.38	1,632,617	1,417,006	15.22	4,506,003	4,255,655	5.88
Chopped	28,852	27,234	5.94	104,023	116,666	-10.84	328,440	344,688	-4.71
Broken Pitted	1,887	1,878	0.48	3,689	3,037	21.47	18,552	15,130	22.62
Key Items									
24/300 Pitted	1,063,630	1,053,169	0.99	3,275,980	3,231,507	1.38	7,976,005	7,951,473	0.31
6/10 Pitted	33,551	36,268	-7.49	155,702	145,705	6.86	433,300	450,584	-3.84
6/10 Sliced	248,833	201,138	23.71	1,072,493	843,864	27.09	2,871,738	2,585,156	11.09
24/300 Whole	383	349	9.74	3,646	4,354	-16.26	9,306	12,170	-23.53
6/10 Whole	238	515	-53.70	1,173	1,205	-2.65	3,832	4,799	-20.15
6/10 Wedged	1,676	1,906	-12.05	10,624	8,366	27.00	28,258	30,918	-8.60
2.25 Sliced	71,189	72,137	-1.31	290,849	305,450	-4.78	842,684	901,143	-6.49
4.25 Chopped	27,119	26,317	3.05	95,023	108,314	-12.27	297,325	320,552	-7.25

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 November 30, 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	1,110,614	1,574,104	-29.44	5,557,501	5,203,908	6.79	7,800,936	4,774,253	63.40
Markets									
Consumer	752,016	1,275,135	-41.02	4,323,899	4,225,061	2.34	5,825,920	3,478,154	67.50
Food Service	358,597	298,970	19.94	1,233,602	978,846	26.03	1,975,016	1,296,098	52.38
Styles									
Whole	2,047	0	---	5,205	3,561	46.17	21,419	14,841	44.32
Pitted	632,723	1,093,386	-42.13	3,792,545	3,505,877	8.18	5,125,232	2,865,054	78.89
Wedged	541	0	---	541	0	---	6,569	36,739	-82.12
Sliced	431,213	439,303	-1.84	1,593,896	1,533,117	3.96	2,306,145	1,672,513	37.89
Chopped	38,015	41,416	-8.21	159,239	161,353	-1.31	297,771	174,038	71.10
Broken Pitted	6,075	0	---	6,075	0	---	43,800	11,069	295.70
Key Items									
24/300 Pitted	563,432	1,060,005	-46.85	3,558,157	3,394,352	4.83	4,690,920	2,673,345	75.47
6/10 Pitted	68,096	33,381	104.00	224,018	103,997	115.41	413,418	175,919	135.00
6/10 Sliced	289,960	262,936	10.28	1,006,310	867,085	16.06	1,518,629	1,048,357	44.86
24/300 Whole	2,047	0	---	5,205	3,561	46.17	16,620	9,544	74.14
6/10 Whole	0	0	---	0	0	---	4,799	5,297	-9.41
6/10 Wedged	541	0	---	541	0	---	6,141	34,420	-82.16
2.25 Sliced	89,878	78,035	15.18	355,147	344,575	3.07	511,410	320,402	59.62
4.25 Chopped	38,015	38,762	-1.93	156,505	153,589	1.90	254,929	130,644	95.13

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

Approximate Supply in Converted Cases

Total Inventory*	7,800,936
Converted Storage	10,569,317
Approximate Supply*	18,370,252

Storage Report
Month Ending November 30, 2011

Whole Canning Sizes	
Size	Tons
Small	17,804
Medium	6,098
Large	4,718
Ex. Large	5,777
Ex. Large Sev. "C"	1,134
Jumbo	1,678
Colossal	4,564
Super Colossal	1,180
Orchard Run	0
Total Canning	42,954
Limited	25,236
Total	68,189
Total Converted (*155)	10,569,317

Packout - Month Ending November 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	1,328	0				1,328	1,328
Colossal	0	719	0				719	719
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	0	2,047	0				2,047	
Conv. Total	0	2,047	0					2,047
Prior Year	0	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	9,831	97,434	0				107,265	118,364
Medium	10,413	264,606	2,057				277,076	287,970
Large	7,044	59,302	0				66,346	74,299
Ex. Large	0	41,627	0				41,627	41,627
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,671	79,156	0				81,827	84,843
Colossal	2,026	6,865	0				8,891	11,178
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	14,442	0				14,442	14,442
Total	31,985	563,432	2,057				597,474	
Conv. Total	68,096	563,432	1,195					632,723
Prior Year	33,381	1,060,005	0					1,093,386
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	210	0	0	0	0		210	541
Sliced	112,606	14,965	49,511	0	219,215		396,297	431,213
Chopped	0	0	0	49,051	0		49,051	38,015
Total	112,816	14,965	49,511	49,051	219,215		445,558	
Conv. Total	290,501	17,509	33,866	38,015	89,878			469,768
Prior Year	265,589	43,807	54,525	38,762	78,035			480,718
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	6,075					6,075	6,075
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	6,075					6,075	
Conv. Total	0	6,075						6,075
Prior Year	0	0						0

Converted Total 1,110,614

*Conversion factor changed as of December 2008.

Consumer 752,016
Food Service 358,597

Cumulative Packout - Month Ending November 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	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	1,328	0				1,328	1,328
Colossal	0	719	0				719	719
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	0	5,205	0				5,205	
Conv. Total	0	5,205	0					5,205
Prior Year	0	3,561	0					3,561
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	13,592	524,775	5,537				543,904	556,929
Medium	60,962	1,203,940	2,057				1,266,959	1,334,923
Large	19,878	787,571	10,256				817,705	835,850
Ex. Large	6,093	844,789	0				850,882	857,761
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,671	84,862	0				87,533	90,549
Colossal	2,026	6,865	0				8,891	11,178
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	105,355	0				105,355	105,355
Total	105,222	3,558,157	17,850				3,681,229	
Conv. Total	224,018	3,558,157	10,371					3,792,545
Prior Year	103,997	3,394,352	7,527					3,505,876
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	210	0	0	0	0		210	541
Sliced	390,800	46,180	260,831	0	866,213		1,564,024	1,593,896
Chopped	713	0	0	201,942	0		202,655	159,239
Total	391,723	46,180	260,831	201,942	866,213		1,766,889	
Conv. Total	1,009,584	54,031	178,408	156,505	355,147			1,753,676
Prior Year	874,849	75,486	245,971	153,589	344,575			1,694,470
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	6,075					6,075	6,075
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	6,075					6,075	
Conv. Total	0	6,075						6,075
Prior Year	0	0						0

Converted Total 5,557,501

*Conversion factor changed as of December 2008.

Consumer 4,323,899
Food Service 1,233,602

Inventory - Month Ending November 30, 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	7,119	0				7,119	7,119
Ex. Large	0	864	0				864	864
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,898	1,546	0				3,444	5,587
Colossal	356	2,804	0				3,160	3,562
Super Colossal	0	1,944	0				1,944	1,944
Green Ripe Whole	0	0	0				0	0
Total	2,254	16,620	0				18,874	
Conv. Total	4,799	16,620	0					21,419
Prior Year	5,297	9,544	0					14,841
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	19,825	448,087	6,651				474,563	494,159
Medium	75,144	1,480,842	15,236				1,571,222	1,649,676
Large	29,426	1,176,370	14,076				1,219,872	1,247,196
Ex. Large	34,628	755,045	0				789,673	828,768
Ex. Large Sev "C"	0	21,130	0				21,130	21,130
Jumbo	24,177	406,955	0				431,132	458,428
Colossal	6,412	157,754	0				164,166	171,405
Sup. Colossal	4,572	94,766	0				99,338	104,500
Green Ripe Whole	0	149,971	0				149,971	149,971
Total	194,184	4,690,920	35,963				4,921,067	
Conv. Total	413,418	4,690,920	20,895					5,125,232
Prior Year	175,919	2,673,345	15,790					2,865,054
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	2,385	0	0	0	1,043		3,428	6,569
Sliced	589,759	54,323	310,743	0	1,247,341		2,202,166	2,306,145
Chopped	8,351	1,099	6,700	328,941	0		345,091	297,771
Total	600,495	55,422	317,443	328,941	1,248,384		2,550,685	
Conv. Total	1,556,789	66,141	220,789	254,929	511,837			2,610,485
Prior Year	1,114,872	76,888	238,164	130,644	322,721			1,883,289
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	43,789					43,794	43,800
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	43,789					43,794	
Conv. Total	11	43,789						43,800
Prior Year	11	11,058						11,069

Converted Total 7,800,936

*Conversion factor changed as of December 2008.

Consumer	5,825,920
Food Service	1,975,016

Sales - Month Ending November 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	383	0				383	383
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	112	0	0				112	238
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	112	383	0				495	
Conv. Total	238	383	0					621
Prior Year	515	349	0					864
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	99	104,391	0				104,490	104,602
Medium	8,014	374,725	1,782				384,521	392,822
Large	1,790	369,913	1,079				372,782	374,351
Ex. Large	4,214	134,782	0				138,996	143,754
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	988	60,368	0				61,356	62,471
Colossal	654	10,966	0				11,620	12,358
Sup. Colossal	0	817	0				817	817
Green Ripe Whole	0	7,668	0				7,668	7,668
Total	15,759	1,063,630	2,861				1,082,250	
Conv. Total	33,551	1,063,630	1,662					1,098,843
Prior Year	36,268	1,053,169	2,410					1,091,847
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	651	0	0	0	600		1,251	1,922
Sliced	96,634	13,768	74,423	0	173,631		358,456	387,035
Chopped	452	0	0	34,992	0		35,444	28,852
Total	97,737	13,768	74,423	34,992	174,231		395,151	
Conv. Total	252,242	16,109	50,905	27,119	71,435			417,809
Prior Year	203,960	16,137	51,956	26,317	72,383			370,753
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	1,887					1,887	1,887
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	1,887					1,887	
Conv. Total	0	1,887						1,887
Prior Year	0	1,878						1,878

Converted Total 1,519,161

Consumer 1,233,130
Food Service 286,031

Cumulative Sales - Month Ending November 30, 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	2,509	0				2,509	2,509
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	551	204	0				755	1,377
Colossal	0	219	0				219	219
Super Colossal	0	68	0				68	68
Green Ripe Whole	0	0	0				0	0
Total	551	3,646	0				4,197	
Conv. Total	1,173	3,646	0					4,819
Prior Year	1,205	4,354	0					5,559
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	818	367,288	2,300				370,406	370,366
Medium	35,514	1,014,901	5,221				1,055,636	1,093,544
Large	8,286	1,218,079	6,456				1,232,821	1,239,471
Ex. Large	21,715	411,991	0				433,706	458,222
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	4,606	201,494	0				206,100	211,300
Colossal	2,195	27,604	0				29,799	32,277
Sup. Colossal	0	4,830	0				4,830	4,830
Green Ripe Whole	0	29,793	0				29,793	29,793
Total	73,134	3,275,980	13,977				3,363,091	
Conv. Total	155,702	3,275,980	8,121					3,439,803
Prior Year	145,705	3,231,507	8,305					3,385,517
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	4,126	0	0	0	1,800		5,926	11,362
Sliced	416,502	54,573	300,330	0	709,387		1,480,792	1,632,617
Chopped	2,100	395	17	122,610	0		125,122	104,023
Total	422,728	54,968	300,347	122,610	711,187		1,611,840	
Conv. Total	1,091,169	64,779	205,447	95,023	291,587			1,748,003
Prior Year	859,783	56,158	212,333	108,314	306,352			1,542,940
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	3,689					3,689	3,689
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	3,689					3,689	
Conv. Total	0	3,689						3,689
Prior Year	0	3,037						3,037

Converted Total 5,196,314

Consumer 3,948,270
Food Service 1,248,044

Consecutive Sales - 12 Months Month Ending November 30, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	816	0				816	816
Large	0	4,586	0				4,586	4,586
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,688	1,680	0				3,368	5,274
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	1,800	9,306	0				11,106	
Conv. Total	3,832	9,306	0					13,138
Prior Year	4,799	12,170	0					16,969
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,829	869,787	5,600				879,216	881,193
Medium	105,622	2,322,430	17,633				2,445,685	2,557,544
Large	23,989	3,048,858	22,101				3,094,948	3,112,771
Ex. Large	49,275	1,083,619	0				1,132,894	1,188,525
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	14,732	474,390	0				489,122	505,754
Colossal	6,076	74,934	0				81,010	87,870
Sup. Colossal	0	14,311	0				14,311	14,311
Green Ripe Whole	0	87,676	0				87,676	87,676
Total	203,523	7,976,005	45,334				8,224,862	
Conv. Total	433,300	7,976,005	26,339					8,435,645
Prior Year	450,584	7,951,473	23,666					8,425,723
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,974	0	0	0	4,600		15,574	30,144
Sliced	1,115,238	153,195	895,238	0	2,055,328		4,218,999	4,506,003
Chopped	7,341	1,223	78	383,645	0		392,287	328,440
Total	1,133,553	154,418	895,316	383,645	2,059,928		4,626,860	
Conv. Total	2,928,141	182,112	612,439	297,325	844,570			4,864,588
Prior Year	2,637,790	126,827	644,950	320,552	903,603			4,633,722
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	18,552					18,552	18,552
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	18,552					18,552	
Conv. Total	0	18,552						18,552
Prior Year	211	14,919						15,130

Converted Total 13,331,922

Consumer 9,966,648
Food Service 3,365,274