



United States Department of Agriculture
National Agricultural Statistics Service



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: February 29, 2012 Released: April 20, 2012

Frequency: Monthly

Summary Report - Sales
Month Ending February 29, 2012
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	840,911	792,666	6.09	8,172,019	7,627,767	7.14	13,616,913	12,977,659	4.93
Markets									
Consumer	583,281	551,607	5.74	6,063,356	5,896,378	2.83	10,115,716	9,916,206	2.01
Food Service	257,630	241,059	6.87	2,108,664	1,731,389	21.79	3,501,197	3,061,453	14.36
Styles									
Whole	479	1,199	-60.02	8,706	9,740	-10.61	12,844	16,756	-23.34
Pitted	469,282	419,811	11.78	5,218,629	5,013,799	4.09	8,586,188	8,360,109	2.70
Wedged	2,181	1,884	15.74	17,693	15,125	16.98	30,618	29,557	3.59
Sliced	337,906	333,649	1.28	2,729,802	2,376,993	14.84	4,643,200	4,209,674	10.30
Chopped	29,447	27,284	7.93	190,831	199,263	-4.23	332,651	341,690	-2.65
Broken Pitted	1,615	8,840	-81.73	6,358	12,846	-50.51	11,412	19,873	-42.58
Key Items									
24/300 Pitted	436,490	384,077	13.65	4,945,289	4,749,062	4.13	8,127,759	7,891,063	3.00
6/10 Pitted	31,767	34,013	-6.60	260,977	251,837	3.63	432,442	445,804	-3.00
6/10 Sliced	217,963	200,513	8.70	1,813,132	1,448,682	25.16	3,007,559	2,558,559	17.55
24/300 Whole	77	909	-91.53	6,456	7,856	-17.82	8,614	12,479	-30.97
6/10 Whole	402	290	38.75	2,250	1,884	19.45	4,230	4,277	-1.09
6/10 Wedged	2,099	1,720	22.01	16,627	13,895	19.66	28,732	27,097	6.03
2.25 Sliced	66,828	73,003	-8.46	483,905	489,312	-1.11	851,878	877,889	-2.96
4.25 Chopped	23,250	22,759	2.16	173,405	183,374	-5.44	300,648	314,790	-4.49

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 February 29, 2012
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	1,186,978	1,182,089	0.41	8,829,025	8,777,338	0.59	8,019,471	5,648,692	41.97
Markets									
Consumer	882,180	919,874	-4.10	6,574,081	6,825,290	-3.68	5,901,311	4,103,865	43.80
Food Service	304,798	262,215	16.24	2,254,943	1,952,049	15.52	2,118,161	1,544,827	37.11
Styles									
Whole	2,067	4,872	-57.57	9,838	10,036	-1.97	21,137	17,132	23.38
Pitted	711,712	808,737	-12.00	5,583,697	5,791,452	-3.59	5,084,195	3,517,306	44.55
Wedged	3,337	0	---	28,876	0	---	28,481	30,769	-7.44
Sliced	432,032	339,092	27.41	2,943,376	2,708,048	8.69	2,539,344	1,884,215	34.77
Chopped	37,830	27,501	37.56	257,163	259,725	-0.99	305,191	189,976	60.65
Broken Pitted	0	1,887	-100.00	6,075	8,077	-24.79	41,123	9,295	342.42
Key Items									
24/300 Pitted	661,862	771,163	-14.17	5,267,053	5,508,388	-4.38	4,678,374	3,263,396	43.36
6/10 Pitted	42,665	32,559	31.04	290,036	262,817	10.36	373,003	230,243	62.00
6/10 Sliced	254,567	221,605	14.87	1,922,902	1,663,406	15.60	1,678,514	1,238,634	35.51
24/300 Whole	2,067	4,872	-57.57	9,838	10,036	-1.97	17,424	12,516	39.21
6/10 Whole	0	0	---	0	0	---	3,713	4,616	-19.56
6/10 Wedged	3,337	0	---	26,543	0	---	26,049	28,778	-9.48
2.25 Sliced	29,435	48,100	-38.80	425,742	524,719	-18.86	387,080	315,422	22.72
4.25 Chopped	33,601	19,449	72.76	241,700	231,333	4.48	258,300	133,564	93.39

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	8,019,471
Converted Storage	7,363,219
Approximate Supply*	15,382,690

Storage Report
Month Ending February 29, 2012

Whole Canning Sizes	
Size	Tons
Small	11,334
Medium	2,102
Large	3,093
Ex. Large	2,257
Ex. Large Sev. "C"	897
Jumbo	2,056
Colossal	4,418
Super Colossal	863
Orchard Run	0
Total Canning	27,020
Limited	20,485

Total 47,505
Total Converted (*155) 7,363,219

Packout - Month Ending February 29, 2012

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	2,067	0				2,067	2,067
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	2,067	0				2,067	
Conv. Total	0	2,067	0					2,067
Prior Year	0	4,872	0					4,872
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	242,926	0				242,926	242,926
Medium	20,040	176,451	12,366				208,857	226,301
Large	0	68,270	0				68,270	68,270
Ex. Large	0	162,916	0				162,916	162,916
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	11,299	0				11,299	11,299
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	20,040	661,862	12,366				694,268	
Conv. Total	42,665	661,862	7,185					711,712
Prior Year	32,559	771,163	5,015					808,737
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,296	0	0	0	0		1,296	3,337
Sliced	98,861	56,163	120,350	0	71,793		347,167	432,032
Chopped	1,103	0	0	43,356	0		44,459	37,830
Total	101,260	56,163	120,350	43,356	71,793		392,922	
Conv. Total	262,133	65,711	82,319	33,601	29,435			473,199
Prior Year	229,656	29,931	39,457	19,449	48,100			366,593
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	1,887						1,887

Converted Total 1,186,978

*Conversion factor changed as of December 2008.

Consumer	882,180
Food Service	304,798

Cumulative Packout - Month Ending February 29, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	475	0				475	475
Large	0	5,681	0				5,681	5,681
Ex. Large	0	1,635	0				1,635	1,635
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	9,838	0				9,838	
Conv. Total	0	9,838	0					9,838
Prior Year	0	10,036	0					10,036
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	13,592	931,132	5,537				950,261	963,286
Medium	90,346	1,750,481	22,403				1,863,230	1,955,844
Large	19,878	937,942	17,857				975,677	990,637
Ex. Large	7,718	1,386,065	0				1,393,783	1,402,497
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,671	149,213	0				151,884	154,900
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	136,231	5,267,053	45,797				5,449,081	
Conv. Total	290,036	5,267,053	26,608					5,583,697
Prior Year	262,817	5,508,388	20,248					5,791,453
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,308	0	0	0	5,690		15,998	28,876
Sliced	746,758	138,826	632,027	0	1,038,394		2,556,005	2,943,376
Chopped	4,033	0	0	311,871	0		315,904	257,163
Total	761,099	138,826	632,027	311,871	1,044,084		2,887,907	
Conv. Total	1,964,907	162,426	432,306	241,700	428,074			3,229,415
Prior Year	1,689,232	137,583	384,906	231,333	524,719			2,967,773
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	8,077						8,077

Converted Total 8,829,025

*Conversion factor changed as of December 2008.

Consumer	6,574,081
Food Service	2,254,943

Inventory - Month Ending February 29, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,907	0				1,907	1,907
Large	0	9,288	0				9,288	9,288
Ex. Large	0	961	0				961	961
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,389	1,038	0				2,427	3,995
Colossal	355	2,373	0				2,728	3,129
Super Colossal	0	1,857	0				1,857	1,857
Green Ripe Whole	0	0	0				0	0
Total	1,744	17,424	0				19,168	
Conv. Total	3,713	17,424	0					21,137
Prior Year	4,616	12,516	0					17,132
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	19,178	623,776	5,951				648,905	668,063
Medium	80,766	1,506,430	32,027				1,619,223	1,696,989
Large	24,153	1,086,436	18,507				1,129,096	1,148,610
Ex. Large	20,762	753,412	0				774,174	797,614
Ex. Large Sev "C"	0	13,130	0				13,130	13,130
Jumbo	20,852	337,432	0				358,284	381,826
Colossal	4,918	137,017	0				141,935	147,487
Sup. Colossal	4,572	91,105	0				95,677	100,839
Green Ripe Whole	0	129,636	0				129,636	129,636
Total	175,201	4,678,374	56,485				4,910,060	
Conv. Total	373,003	4,678,374	32,818					5,084,195
Prior Year	230,243	3,263,396	23,668					3,517,307
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,116	0	0	0	5,933		16,049	28,481
Sliced	651,850	118,320	490,228	0	944,098		2,204,496	2,539,344
Chopped	9,617	757	6,700	333,290	0		350,364	305,191
Total	671,583	119,077	496,928	333,290	950,031		2,570,909	
Conv. Total	1,741,434	140,213	343,557	258,300	389,513			2,873,017
Prior Year	1,309,958	99,003	245,021	133,564	317,413			2,104,959
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	41,112					41,117	41,123
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	41,112					41,117	
Conv. Total	11	41,112						41,123
Prior Year	11	9,284						9,295

Converted Total 8,019,471

*Conversion factor changed as of December 2008.

Consumer 5,901,311
Food Service 2,118,161

Sales - Month Ending February 29, 2012

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	77	0				77	77
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	189	0	0				189	402
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	189	77	0				266	
Conv. Total	402	77	0					479
Prior Year	290	909	0					1,199
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	157	49,775	400				50,332	50,342
Medium	6,583	123,879	407				130,869	138,131
Large	1,814	160,151	958				162,923	164,570
Ex. Large	5,092	56,327	0				61,419	67,168
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	852	33,948	0				34,800	35,762
Colossal	423	4,207	0				4,630	5,108
Sup. Colossal	0	2,361	0				2,361	2,361
Green Ripe Whole	0	5,842	0				5,842	5,842
Total	14,921	436,490	1,765				453,176	
Conv. Total	31,767	436,490	1,025					469,282
Prior Year	34,013	384,077	1,721					419,811
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	815	0	0	0	200		1,015	2,181
Sliced	84,646	8,013	63,947	0	162,994		319,600	337,906
Chopped	1,408	340	0	30,000	0		31,748	29,447
Total	86,869	8,353	63,947	30,000	163,194		352,363	
Conv. Total	225,460	10,174	43,740	23,250	66,910			369,534
Prior Year	206,757	11,007	49,126	22,759	73,167			362,816
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	1,615					1,615	1,615
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	1,615					1,615	
Conv. Total	0	1,615						1,615
Prior Year	0	8,840						8,840

Converted Total 840,911

Consumer 583,281
Food Service 257,630

Cumulative Sales - Month Ending February 29, 2012

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	3,792	0				3,792	3,792
Ex. Large	0	816	0				816	816
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,057	709	0				1,766	2,959
Colossal	0	646	0				646	646
Super Colossal	0	153	0				153	153
Green Ripe Whole	0	0	0				0	0
Total	1,057	6,456	0				7,513	
Conv. Total	2,250	6,456	0					8,706
Prior Year	1,884	7,856	0					9,740
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,452	569,311	3,000				573,763	574,145
Medium	59,092	1,470,505	8,635				1,538,232	1,601,329
Large	13,525	1,839,021	9,615				1,862,161	1,873,402
Ex. Large	37,118	635,709	0				672,827	714,733
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	7,713	327,678	0				335,391	344,099
Colossal	3,682	45,188	0				48,870	53,027
Sup. Colossal	0	9,007	0				9,007	9,007
Green Ripe Whole	0	48,870	29				48,899	48,887
Total	122,582	4,945,289	21,279				5,089,150	
Conv. Total	260,977	4,945,289	12,363					5,218,629
Prior Year	251,837	4,749,062	12,900					5,013,799
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	6,457	0	0	0	2,600		9,057	17,693
Sliced	704,129	83,428	489,992	0	1,180,255		2,457,804	2,729,802
Chopped	4,089	735	17	223,749	0		228,590	190,831
Total	714,675	84,163	490,009	223,749	1,182,855		2,695,451	
Conv. Total	1,845,436	99,338	335,175	173,405	484,971			2,938,326
Prior Year	1,477,667	96,049	343,749	183,374	490,542			2,591,381
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	6,358					6,358	6,358
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	6,358					6,358	
Conv. Total	0	6,358						6,358
Prior Year	0	12,846						12,846

Converted Total 8,172,019

Consumer 6,063,356
 Food Service 2,108,664

Consecutive Sales - 12 Months Month Ending February 29, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	544	0				544	544
Large	0	4,865	0				4,865	4,865
Ex. Large	0	816	0				816	816
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,875	1,165	0				3,040	5,157
Colossal	112	850	0				962	1,088
Super Colossal	0	374	0				374	374
Green Ripe Whole	0	0	0				0	0
Total	1,987	8,614	0				10,601	
Conv. Total	4,230	8,614	0					12,844
Prior Year	4,277	12,479	0					16,756
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,174	919,359	5,300				927,833	929,196
Medium	102,461	2,396,051	17,477				2,515,989	2,624,345
Large	23,736	3,050,924	21,921				3,096,581	3,114,194
Ex. Large	53,604	1,070,511	0				1,124,115	1,184,634
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	13,881	520,273	0				534,154	549,826
Colossal	6,264	74,517	0				80,781	87,853
Sup. Colossal	0	13,951	0				13,951	13,951
Green Ripe Whole	0	82,173	29				82,202	82,190
Total	203,120	8,127,759	44,727				8,375,606	
Conv. Total	432,442	8,127,759	25,986					8,586,188
Prior Year	445,804	7,891,063	23,242					8,360,109
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	11,158	0	0	0	4,600		15,758	30,618
Sliced	1,167,984	147,955	892,772	0	2,077,751		4,286,462	4,643,200
Chopped	7,364	1,563	78	387,933	0		396,938	332,651
Total	1,186,506	149,518	892,850	387,933	2,082,351		4,699,158	
Conv. Total	3,064,524	176,780	610,752	300,648	853,764			5,006,469
Prior Year	2,611,297	141,917	632,568	314,790	880,349			4,580,921
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	11,412					11,412	11,412
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	11,412					11,412	
Conv. Total	0	11,412						11,412
Prior Year	75	19,798						19,873

Converted Total 13,616,913

Consumer 10,115,716
Food Service 3,501,197