



# California Monthly Olive Report



## California Department of Food and Agriculture

Cooperating with the USDA, National Agricultural Statistics Service, Pacific Regional Office-California

Pacific Regional Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · (855) 270-2722 Fax · [www.nass.usda.gov/ca](http://www.nass.usda.gov/ca)

Month Ending: February 28, 2014 Released: March 24, 2014

### Summary Report - Sales Month Ending February 28, 2014 Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	13/14	12/13	Percent Change	13/14	12/13	Percent Change	13/14	12/13	Percent Change
Total	815,511	821,001	-0.67	7,699,729	7,866,299	-2.12	13,062,542	13,406,022	-2.56
<b>Markets</b>									
Consumer	567,409	547,487	3.64	5,882,293	5,901,098	-0.32	9,847,284	9,936,286	-0.90
Food Service	248,102	273,514	-9.29	1,817,436	1,965,201	-7.52	3,215,258	3,469,736	-7.33
<b>Styles</b>									
Whole	358	272	31.46	8,879	8,911	-0.36	12,393	13,986	-11.39
Pitted	445,122	434,887	2.35	4,913,526	4,980,085	-1.34	8,169,126	8,305,813	-1.65
Wedged	1,820	1,736	4.83	14,469	13,512	7.08	25,591	25,208	1.52
Sliced	343,490	359,270	-4.39	2,570,292	2,647,601	-2.92	4,524,309	4,690,293	-3.54
Chopped	24,059	23,558	2.13	176,253	203,363	-13.33	304,079	347,198	-12.42
Broken Pitted	663	1,277	-48.08	16,310	12,827	27.15	27,044	23,524	14.96
<b>Key Items</b>									
24/300 Pitted	416,328	402,384	3.47	4,693,768	4,746,252	-1.11	7,771,487	7,891,298	-1.52
6/10 Pitted	27,304	29,815	-8.42	209,328	220,441	-5.04	378,549	390,576	-3.08
6/10 Sliced	214,868	238,121	-9.77	1,576,121	1,714,747	-8.08	2,783,356	3,024,394	-7.97
24/300 Whole	51	238	-78.57	7,184	7,316	-1.80	9,242	10,605	-12.85
6/10 Whole	307	34	801.69	1,695	1,595	6.25	3,151	3,381	-6.81
6/10 Wedged	1,697	1,638	3.60	13,534	12,692	6.64	23,893	23,536	1.52
2.25 Sliced	59,847	61,263	-2.31	463,633	466,528	-0.62	823,187	853,409	-3.54
4.25 Chopped	18,535	18,853	-1.69	157,098	178,324	-11.90	275,543	309,017	-10.83

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**Summary Report - Packout and Inventory**

**Month Ending February 28, 2014**

**Converted 24/300 Case Basis**

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	13/14	12/13	Percent Change	13/14	12/13	Percent Change	13/14	12/13	Percent Change
Total	1,056,618	1,130,747	-6.56	8,219,083	7,781,307	5.63	8,920,797	8,265,582	7.93
<b>Markets</b>									
Consumer	782,716	1,004,290	-22.06	6,407,786	6,224,967	2.94	7,456,917	6,082,666	22.59
Food Service	273,902	126,457	116.60	1,811,296	1,556,341	16.38	1,463,880	2,182,916	-32.94
<b>Styles</b>									
Whole	0	0	0.00	19,336	11,237	72.08	29,025	20,023	44.96
Pitted	538,554	907,154	-40.63	5,286,205	5,364,555	-1.46	6,710,344	5,306,073	26.47
Wedged	0	3,986	-100.00	2,606	18,718	-86.08	20,258	23,101	-12.31
Sliced	501,865	195,324	156.94	2,803,732	2,218,841	26.36	1,916,113	2,591,769	-26.07
Chopped	16,198	24,283	-33.29	107,203	167,956	-36.17	196,398	256,702	-23.49
Broken Pitted	0	0	0.00	0	0	0.00	48,658	67,913	-28.35
<b>Key Items</b>									
24/300 Pitted	500,584	872,724	-42.64	5,074,581	5,129,147	-1.06	6,335,570	4,979,128	27.24
6/10 Pitted	33,781	29,123	15.99	202,687	213,635	-5.12	355,583	299,848	18.59
6/10 Sliced	240,121	90,166	166.31	1,583,949	1,305,002	21.38	1,036,965	1,828,386	-43.29
24/300 Whole	0	0	0.00	14,363	10,658	34.76	23,062	16,810	37.19
6/10 Whole	0	0	0.00	4,973	579	758.95	5,963	3,213	85.60
6/10 Wedged	0	3,986	-100.00	2,606	18,718	-86.08	17,719	22,346	-20.71
2.25 Sliced	61,513	92,399	-33.43	370,895	504,107	-26.43	264,971	365,088	-27.42
4.25 Chopped	16,198	21,101	-23.23	88,574	148,692	-40.43	147,705	227,467	-35.07

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

Approximate Supply in Converted Cases

Total Inventory*	8,920,797
Converted Storage	9,529,327
Approximate Supply*	18,450,124

**Storage Report**  
**Month Ending February 28, 2014**

Whole Canning Sizes

Size	Tons
Small	6,898
Medium	11,419
Large	15,993
Ex. Large	14,123
Ex.Large Sev. "C"	350
Jumbo	1,283
Colossal	1,239
Super Colossal	491
Orchard Run	0
<b>Total Canning</b>	<b>51,796</b>
Limited	9,684
<b>Total</b>	<b>61,480</b>
Total Converted (*155)	9,529,327

**Packout - Month Ending February 28, 2014**

<b>RIPE WHOLE</b>	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
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	5,159	29,783	0				34,942	40,767
Medium	3,578	76,273	0				79,851	83,891
Large	3,988	136,152	7,211				147,351	148,832
Ex. Large	3,142	199,298	0				202,440	205,987
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	59,078	0				59,078	59,078
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	15,867	500,584	7,211				523,662	
Conv. Total	33,781	500,584	4,190					538,554
Prior Year	29,123	872,724	5,307					907,154
<b>LIMITED</b>	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	93,251	56,060	196,843	0	150,032		496,186	501,865
Chopped	0	0	0	20,901	0		20,901	16,198
Total	93,251	56,060	196,843	20,901	150,032		517,087	
Conv. Total	240,121	65,590	134,641	16,198	61,513			518,064
Prior Year	97,335	1,709	11,049	21,101	92,399			223,593
<b>BROKEN PITTED</b>	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 1,056,618

\*Conversion factor changed as of December 2008.

Consumer	782,716
Food Service	273,902

**Cumulative Packout - Month Ending February 28, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,184	0				1,184	1,184
Large	0	7,840	0				7,840	7,840
Ex. Large	0	570	0				570	570
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,336	472	0				2,808	5,445
Colossal	0	2,927	0				2,927	2,927
Super Colossal	0	1,370	0				1,370	1,370
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	2,336	14,363	0				16,699	
<b>Conv. Total</b>	4,973	14,363	0					19,336
<b>Prior Year</b>	579	10,658	0					11,237
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	12,246	91,511	0				103,757	117,583
Medium	48,790	1,550,588	3,605				1,602,983	1,656,556
Large	19,932	1,672,570	11,777				1,704,279	1,721,848
Ex. Large	9,943	1,416,000	0				1,425,943	1,437,169
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	185,394	0				185,394	185,394
Colossal	4,292	125,441	0				129,733	134,579
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	33,077	0				33,077	33,077
<b>Total</b>	95,203	5,074,581	15,382				5,185,166	
<b>Conv. Total</b>	202,687	5,074,581	8,937					5,286,205
<b>Prior Year</b>	213,635	5,129,147	21,774					5,364,556
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,012	0	0	0	0		1,012	2,606
Sliced	615,126	227,462	851,985	0	904,621		2,599,194	2,803,732
Chopped	4,455	659	0	114,289	0		119,403	107,203
<b>Total</b>	620,593	228,121	851,985	114,289	904,621		2,719,609	
<b>Conv. Total</b>	1,603,636	267,679	582,758	88,574	370,895			2,913,541
<b>Prior Year</b>	1,342,127	87,431	323,159	148,692	504,107			2,405,516
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	0					0	0
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	0					0	
<b>Conv. Total</b>	0	0						0
<b>Prior Year</b>	0	0						0

Converted Total 8,219,083

\*Conversion factor changed as of December 2008.

Consumer 6,407,786  
Food Service 1,811,296

**Inventory - Month Ending February 28, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	422	0				422	422
Medium	0	2,286	0				2,286	2,286
Large	0	10,202	0				10,202	10,202
Ex. Large	0	3,859	0				3,859	3,859
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,689	2,032	0				4,721	7,757
Colossal	112	2,052	0				2,164	2,290
Super Colossal	0	2,209	0				2,209	2,209
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,801</b>	<b>23,062</b>	<b>0</b>				<b>25,863</b>	
<b>Conv. Total</b>	<b>5,963</b>	<b>23,062</b>	<b>0</b>					<b>29,025</b>
<b>Prior Year</b>	<b>3,213</b>	<b>16,810</b>	<b>0</b>					<b>20,023</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	10,786	316,670	3,756				331,212	341,816
Medium	68,201	1,564,917	12,843				1,645,961	1,717,579
Large	24,682	2,069,117	16,432				2,110,231	2,131,212
Ex. Large	42,371	1,625,418	0				1,667,789	1,715,626
Ex. Large Sev "C"	0	28,003	0				28,003	28,003
Jumbo	15,510	330,079	0				345,589	363,100
Colossal	5,469	136,280	0				141,749	147,924
Sup. Colossal	0	16,863	0				16,863	16,863
Green Ripe Whole	0	248,223	0				248,223	248,223
<b>Total</b>	<b>167,019</b>	<b>6,335,570</b>	<b>33,031</b>				<b>6,535,620</b>	
<b>Conv. Total</b>	<b>355,583</b>	<b>6,335,570</b>	<b>19,191</b>					<b>6,710,344</b>
<b>Prior Year</b>	<b>299,848</b>	<b>4,979,128</b>	<b>27,097</b>					<b>5,306,073</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	6,881	0	0	0	6,194		13,075	20,258
Sliced	402,705	201,603	553,072	0	646,270		1,803,650	1,916,113
Chopped	12,428	293	289	190,587	0		203,597	196,398
<b>Total</b>	<b>422,014</b>	<b>201,896</b>	<b>553,361</b>	<b>190,587</b>	<b>652,464</b>		<b>2,020,322</b>	
<b>Conv. Total</b>	<b>1,102,333</b>	<b>236,564</b>	<b>378,657</b>	<b>147,705</b>	<b>267,510</b>			<b>2,132,769</b>
<b>Prior Year</b>	<b>1,879,844</b>	<b>171,340</b>	<b>227,079</b>	<b>227,467</b>	<b>365,843</b>			<b>2,871,573</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	48,658					48,658	48,658
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>48,658</b>					<b>48,658</b>	
<b>Conv. Total</b>	<b>0</b>	<b>48,658</b>						<b>48,658</b>
<b>Prior Year</b>	<b>11</b>	<b>67,902</b>						<b>67,913</b>

Converted Total 8,920,797

\*Conversion factor changed as of December 2008.

Consumer	7,456,917
Food Service	1,463,880

**Sales - Month Ending February 28, 2014**

<b>RIPE WHOLE</b>	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	51	0				51	51
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	144	0	0				144	307
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	144	51	0				195	
<b>Conv. Total</b>	307	51	0					358
<b>Prior Year</b>	34	238	0					272
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,276	30,274	600				32,150	33,339
Medium	6,403	109,860	940				117,203	124,038
Large	1,302	173,540	1,023				175,865	176,906
Ex. Large	2,939	66,461	0				69,400	72,718
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	640	21,341	0				21,981	22,704
Colossal	265	3,907	0				4,172	4,471
Sup. Colossal	0	476	0				476	476
Green Ripe Whole	0	10,469	0				10,469	10,469
<b>Total</b>	12,825	416,328	2,563				431,716	
<b>Conv. Total</b>	27,304	416,328	1,489					445,122
<b>Prior Year</b>	29,815	402,384	2,689					434,888
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	659	0	0	0	300		959	1,820
Sliced	83,444	20,318	65,793	0	145,969		315,524	343,490
Chopped	1,024	680	0	23,916	0		25,620	24,059
<b>Total</b>	85,127	20,998	65,793	23,916	146,269		342,103	
<b>Conv. Total</b>	220,491	25,370	45,002	18,535	59,970			369,369
<b>Prior Year</b>	243,665	15,922	44,763	18,853	61,361			384,564
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	663					663	663
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	663					663	
<b>Conv. Total</b>	0	663						663
<b>Prior Year</b>	0	1,277						1,277
<b>Converted Total</b>								<b>815,511</b>
<b>Consumer</b>								<b>567,409</b>
<b>Food Service</b>								<b>248,102</b>

**Cumulative Sales - Month Ending February 28, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	196	0				196	196
Medium	0	680	0				680	680
Large	0	4,387	0				4,387	4,387
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	796	714	0				1,510	2,409
Colossal	0	816	0				816	816
Super Colossal	0	85	0				85	85
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>796</b>	<b>7,184</b>	<b>0</b>				<b>7,980</b>	
<b>Conv. Total</b>	<b>1,695</b>	<b>7,184</b>	<b>0</b>					<b>8,879</b>
<b>Prior Year</b>	<b>1,595</b>	<b>7,316</b>	<b>0</b>					<b>8,911</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	7,625	422,531	2,368				432,524	440,140
Medium	50,403	1,232,021	7,248				1,289,672	1,343,540
Large	9,885	1,928,779	8,337				1,947,001	1,954,668
Ex. Large	21,260	678,468	0				699,728	723,731
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	6,150	267,553	0				273,703	280,646
Colossal	2,999	60,924	0				63,923	67,309
Sup. Colossal	0	6,799	0				6,799	6,799
Green Ripe Whole	0	96,693	0				96,693	96,693
<b>Total</b>	<b>98,322</b>	<b>4,693,768</b>	<b>17,953</b>				<b>4,810,043</b>	
<b>Conv. Total</b>	<b>209,328</b>	<b>4,693,768</b>	<b>10,431</b>					<b>4,913,526</b>
<b>Prior Year</b>	<b>220,441</b>	<b>4,746,252</b>	<b>13,392</b>					<b>4,980,085</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	5,256	0	0	0	2,280		7,536	14,469
Sliced	612,086	149,502	519,913	0	1,130,812		2,412,313	2,570,292
Chopped	4,371	1,020	0	202,707	0		208,098	176,253
<b>Total</b>	<b>621,713</b>	<b>150,522</b>	<b>519,913</b>	<b>202,707</b>	<b>1,133,092</b>		<b>2,627,947</b>	
<b>Conv. Total</b>	<b>1,606,414</b>	<b>177,314</b>	<b>355,620</b>	<b>157,098</b>	<b>464,568</b>			<b>2,761,015</b>
<b>Prior Year</b>	<b>1,743,166</b>	<b>119,859</b>	<b>355,780</b>	<b>178,324</b>	<b>467,348</b>			<b>2,864,477</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	16,310					16,310	16,310
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>16,310</b>					<b>16,310</b>	
<b>Conv. Total</b>	<b>0</b>	<b>16,310</b>						<b>16,310</b>
<b>Prior Year</b>	<b>0</b>	<b>12,827</b>						<b>12,827</b>
<b>Converted Total</b>								<b>7,699,729</b>
<b>Consumer</b>								<b>5,882,293</b>
<b>Food Service</b>								<b>1,817,436</b>

**Consecutive Sales - 12 Months Month Ending February 28, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	196	0				196	196
Medium	0	1,156	0				1,156	1,156
Large	0	5,544	0				5,544	5,544
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,480	714	0				2,194	3,865
Colossal	0	918	0				918	918
Super Colossal	0	204	0				204	204
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,480</b>	<b>9,242</b>	<b>0</b>				<b>10,722</b>	
<b>Conv. Total</b>	<b>3,151</b>	<b>9,242</b>	<b>0</b>					<b>12,393</b>
<b>Prior Year</b>	<b>3,381</b>	<b>10,605</b>	<b>0</b>					<b>13,986</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	14,837	721,165	4,268				740,270	755,233
Medium	89,698	2,040,845	13,993				2,144,536	2,239,942
Large	18,293	3,125,965	14,597				3,158,855	3,173,392
Ex. Large	37,888	1,123,676	0				1,161,564	1,204,340
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	11,266	498,493	0				509,759	522,478
Colossal	5,824	88,509	0				94,333	100,908
Sup. Colossal	0	10,879	0				10,879	10,879
Green Ripe Whole	0	161,955	0				161,955	161,955
<b>Total</b>	<b>177,806</b>	<b>7,771,487</b>	<b>32,858</b>				<b>7,982,151</b>	
<b>Conv. Total</b>	<b>378,549</b>	<b>7,771,487</b>	<b>19,090</b>					<b>8,169,126</b>
<b>Prior Year</b>	<b>390,576</b>	<b>7,891,298</b>	<b>23,939</b>					<b>8,305,813</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,279	0	0	0	4,140		13,419	25,591
Sliced	1,080,915	236,414	937,372	0	2,007,772		4,262,473	4,524,309
Chopped	6,862	1,224	-528	355,539	0		363,097	304,079
<b>Total</b>	<b>1,097,056</b>	<b>237,638</b>	<b>936,844</b>	<b>355,539</b>	<b>2,011,912</b>		<b>4,638,989</b>	
<b>Conv. Total</b>	<b>2,833,558</b>	<b>279,481</b>	<b>640,513</b>	<b>275,543</b>	<b>824,884</b>			<b>4,853,979</b>
<b>Prior Year</b>	<b>3,075,780</b>	<b>194,542</b>	<b>628,279</b>	<b>309,017</b>	<b>855,082</b>			<b>5,062,700</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	27,044					27,044	27,044
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>27,044</b>					<b>27,044</b>	
<b>Conv. Total</b>	<b>0</b>	<b>27,044</b>						<b>27,044</b>
<b>Prior Year</b>	<b>0</b>	<b>23,524</b>						<b>23,524</b>

Converted Total 13,062,542

Consumer 9,847,284  
Food Service 3,215,258