



# 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: April 30, 2014 Released: May 20, 2014

### Summary Report - Sales Month Ending April 30, 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	1,106,937	987,153	12.13	9,917,453	9,944,677	-0.27	13,201,888	13,327,195	-0.94
<b>Markets</b>									
Consumer	810,056	731,268	10.77	7,514,399	7,414,245	1.35	9,966,242	9,871,816	0.96
Food Service	296,882	255,885	16.02	2,403,054	2,530,432	-5.03	3,235,646	3,455,379	-6.36
<b>Styles</b>									
Whole	598	447	33.80	10,537	10,329	2.01	12,632	13,361	-5.46
Pitted	670,798	614,953	9.08	6,248,879	6,238,907	0.16	8,245,658	8,257,972	-0.15
Wedged	2,380	1,656	43.73	19,241	17,804	8.07	26,071	24,810	5.08
Sliced	411,225	346,632	18.63	3,396,850	3,410,095	-0.39	4,588,374	4,664,658	-1.64
Chopped	19,760	21,697	-8.93	221,012	250,531	-11.78	301,669	343,842	-12.27
Broken Pitted	2,176	1,768	23.08	20,934	17,011	23.06	27,484	22,553	21.86
<b>Key Items</b>									
24/300 Pitted	636,445	582,041	9.35	5,961,960	5,936,587	0.43	7,849,344	7,845,809	0.05
6/10 Pitted	32,885	31,907	3.06	273,193	286,825	-4.75	376,030	390,097	-3.61
6/10 Sliced	260,626	219,390	18.80	2,087,290	2,205,029	-5.34	2,804,242	3,009,027	-6.81
24/300 Whole	349	187	86.63	8,069	7,962	1.34	9,481	9,831	-3.56
6/10 Whole	249	260	-4.20	2,468	2,367	4.25	3,151	3,530	-10.74
6/10 Wedged	2,233	1,475	51.36	18,028	16,730	7.76	24,349	23,170	5.09
2.25 Sliced	68,274	62,281	9.62	608,286	603,567	0.78	830,800	835,869	-0.61
4.25 Chopped	18,870	19,408	-2.77	196,538	222,302	-11.59	271,006	304,539	-11.01

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**Summary Report - Packout and Inventory**

**Month Ending April 30, 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	1,325,319	1,194,915	10.91	11,031,156	10,294,049	7.16	9,486,909	8,692,825	9.13
<b>Markets</b>									
Consumer	1,087,309	1,088,411	-0.10	8,515,468	8,498,290	0.20	7,919,045	6,856,557	15.50
Food Service	238,010	106,504	123.48	2,515,688	1,795,758	40.09	1,567,864	1,836,268	-14.62
<b>Styles</b>									
Whole	0	7,577	-100.00	19,336	18,814	2.78	23,907	26,080	-8.33
Pitted	933,965	937,065	-0.33	7,200,892	7,415,114	-2.89	7,277,226	6,108,532	19.13
Wedged	0	0	0.00	12,180	18,718	-34.93	24,944	18,722	33.24
Sliced	344,738	218,095	58.07	3,601,044	2,589,501	39.06	1,876,190	2,184,440	-14.11
Chopped	46,615	30,561	52.53	197,281	250,283	-21.18	240,228	291,027	-17.46
Broken Pitted	0	1,618	-100.00	422	1,618	-73.92	44,414	64,025	-30.63
<b>Key Items</b>									
24/300 Pitted	933,965	915,568	2.01	6,856,379	7,108,708	-3.55	6,846,627	5,780,379	18.45
6/10 Pitted	0	21,497	-100.00	333,778	282,078	18.33	412,926	300,630	37.35
6/10 Sliced	224,020	75,883	195.22	2,124,128	1,446,846	46.81	1,061,163	1,461,130	-27.37
24/300 Whole	0	7,577	-100.00	14,363	18,235	-21.23	18,708	23,808	-21.42
6/10 Whole	0	0	0.00	4,973	579	758.95	5,199	2,272	128.83
6/10 Wedged	0	0	0.00	12,180	18,718	-34.93	22,766	18,221	24.94
2.25 Sliced	97,642	19,220	408.02	568,779	562,458	1.12	312,703	291,902	7.13
4.25 Chopped	32,625	21,436	52.20	151,048	199,108	-24.14	169,672	233,554	-27.35

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

Approximate Supply in Converted Cases

Total Inventory*	9,486,909
Converted Storage	6,779,144
Approximate Supply*	16,266,053

**Storage Report  
Month Ending April 30, 2014**

Whole Canning Sizes	
Size	Tons
Small	4,041
Medium	9,118
Large	13,041
Ex. Large	7,146
Ex.Large Sev. "C"	259
Jumbo	1,410
Colossal	1,079
Super Colossal	424
Orchard Run	0
<b>Total Canning</b>	<b>36,517</b>
Limited	7,219
<b>Total</b>	<b>43,736</b>
<b>Total Converted (*155)</b>	<b>6,779,144</b>

**Packout - Month Ending April 30, 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	7,577	0					7,577
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	6,149	0				6,149	6,149
Medium	0	110,967	0				110,967	110,967
Large	0	302,477	0				302,477	302,477
Ex. Large	0	514,372	0				514,372	514,372
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	0	0				0	0
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	0	933,965	0				933,965	
Conv. Total	0	933,965	0					933,965
Prior Year	21,497	915,568	0					937,065
<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	86,998	4,486	26,065	0	238,150		355,699	344,738
Chopped	3,649	0	0	42,097	0		45,746	46,615
Total	90,647	4,486	26,065	42,097	238,150		401,445	
Conv. Total	238,010	5,249	17,828	32,625	97,642			391,354
Prior Year	85,008	10,769	112,223	21,436	19,220			248,656
<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	1,618						1,618

Converted Total 1,325,319

\*Conversion factor changed as of December 2008.

Consumer	1,087,309
Food Service	238,010

**Cumulative Packout - Month Ending April 30, 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>	<b>2,336</b>	<b>14,363</b>	<b>0</b>				<b>16,699</b>	
<b>Conv. Total</b>	<b>4,973</b>	<b>14,363</b>	<b>0</b>					<b>19,336</b>
<b>Prior Year</b>	<b>579</b>	<b>18,235</b>	<b>0</b>					<b>18,814</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	13,809	122,885	0				136,694	152,284
Medium	77,553	1,752,792	3,605				1,833,950	1,919,997
Large	19,932	2,220,939	14,872				2,255,743	2,272,015
Ex. Large	38,223	2,403,163	0				2,441,386	2,484,540
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,968	192,580	0				195,548	198,899
Colossal	4,292	130,943	0				135,235	140,081
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	33,077	0				33,077	33,077
<b>Total</b>	<b>156,777</b>	<b>6,856,379</b>	<b>18,477</b>				<b>7,031,633</b>	
<b>Conv. Total</b>	<b>333,778</b>	<b>6,856,379</b>	<b>10,735</b>					<b>7,200,892</b>
<b>Prior Year</b>	<b>282,078</b>	<b>7,108,708</b>	<b>24,329</b>					<b>7,415,115</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	4,730	0	0	0	0		4,730	12,180
Sliced	824,904	245,302	908,091	0	1,387,266		3,365,563	3,601,044
Chopped	10,597	2,385	0	194,900	0		207,882	197,281
<b>Total</b>	<b>840,231</b>	<b>247,687</b>	<b>908,091</b>	<b>194,900</b>	<b>1,387,266</b>		<b>3,578,175</b>	
<b>Conv. Total</b>	<b>2,176,936</b>	<b>292,608</b>	<b>621,134</b>	<b>151,048</b>	<b>568,779</b>			<b>3,810,505</b>
<b>Prior Year</b>	<b>1,513,102</b>	<b>100,979</b>	<b>482,855</b>	<b>199,108</b>	<b>562,458</b>			<b>2,858,502</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	422					422	422
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>422</b>					<b>422</b>	
<b>Conv. Total</b>	<b>0</b>	<b>422</b>						<b>422</b>
<b>Prior Year</b>	<b>0</b>	<b>1,618</b>						<b>1,618</b>

Converted Total 11,031,156

\*Conversion factor changed as of December 2008.

Consumer 8,515,468  
Food Service 2,515,688

**Inventory - Month Ending April 30, 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	7,767	0				7,767	7,767
Ex. Large	0	2,922	0				2,922	2,922
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,330	2,032	0				4,362	6,993
Colossal	112	1,767	0				1,879	2,005
Super Colossal	0	1,512	0				1,512	1,512
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,442</b>	<b>18,708</b>	<b>0</b>				<b>21,150</b>	
<b>Conv. Total</b>	<b>5,199</b>	<b>18,708</b>	<b>0</b>					<b>23,907</b>
<b>Prior Year</b>	<b>2,272</b>	<b>23,808</b>	<b>0</b>					<b>26,080</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	11,702	271,625	3,141				286,468	298,363
Medium	79,904	1,492,216	10,249				1,582,369	1,668,286
Large	21,447	2,244,570	17,029				2,283,046	2,300,125
Ex. Large	59,258	2,156,409	0				2,215,667	2,282,569
Ex. Large Sev "C"	0	24,724	0				24,724	24,724
Jumbo	16,845	294,066	0				310,911	329,929
Colossal	4,797	130,864	0				135,661	141,077
Sup. Colossal	0	13,059	0				13,059	13,059
Green Ripe Whole	0	219,094	0				219,094	219,094
<b>Total</b>	<b>193,953</b>	<b>6,846,627</b>	<b>30,419</b>				<b>7,070,999</b>	
<b>Conv. Total</b>	<b>412,926</b>	<b>6,846,627</b>	<b>17,673</b>					<b>7,277,226</b>
<b>Prior Year</b>	<b>300,630</b>	<b>5,780,379</b>	<b>27,523</b>					<b>6,108,532</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	8,841	0	0	0	5,314		14,155	24,944
Sliced	412,102	183,922	419,789	0	762,690		1,778,503	1,876,190
Chopped	17,165	2,019	0	218,932	0		238,116	240,228
<b>Total</b>	<b>438,108</b>	<b>185,941</b>	<b>419,789</b>	<b>218,932</b>	<b>768,004</b>		<b>2,030,774</b>	
<b>Conv. Total</b>	<b>1,149,739</b>	<b>219,933</b>	<b>287,136</b>	<b>169,672</b>	<b>314,882</b>			<b>2,141,362</b>
<b>Prior Year</b>	<b>1,533,356</b>	<b>152,304</b>	<b>282,572</b>	<b>233,554</b>	<b>292,403</b>			<b>2,494,189</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	44,414					44,414	44,414
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>44,414</b>					<b>44,414</b>	
<b>Conv. Total</b>	<b>0</b>	<b>44,414</b>						<b>44,414</b>
<b>Prior Year</b>	<b>11</b>	<b>64,014</b>						<b>64,025</b>

Converted Total 9,486,909

\*Conversion factor changed as of December 2008.

Consumer	7,919,045
Food Service	1,567,864

**Sales - Month Ending April 30, 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	247	0				247	247
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	117	0	0				117	249
Colossal	0	102	0				102	102
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	117	349	0				466	
<b>Conv. Total</b>	249	349	0					598
<b>Prior Year</b>	260	187	0					447
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,217	58,998	300				60,515	61,763
Medium	7,523	166,690	646				174,859	183,082
Large	1,401	267,129	1,582				270,112	271,031
Ex. Large	4,143	92,466	0				96,609	101,286
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	848	27,967	0				28,815	29,772
Colossal	314	6,530	0				6,844	7,199
Sup. Colossal	0	1,611	0				1,611	1,611
Green Ripe Whole	0	15,054	0				15,054	15,054
<b>Total</b>	15,446	636,445	2,528				654,419	
<b>Conv. Total</b>	32,885	636,445	1,469					670,798
<b>Prior Year</b>	31,907	582,041	1,005					614,953
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	867	0	0	0	360		1,227	2,380
Sliced	101,214	16,890	91,467	0	166,522		376,093	411,225
Chopped	232	0	0	24,349	0		24,581	19,760
<b>Total</b>	102,313	16,890	91,467	24,349	166,882		401,901	
<b>Conv. Total</b>	263,748	19,761	62,563	18,870	68,422			433,365
<b>Prior Year</b>	223,718	14,867	49,531	19,408	62,461			369,985
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	2,176					2,176	2,176
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	2,176					2,176	
<b>Conv. Total</b>	0	2,176						2,176
<b>Prior Year</b>	0	1,768						1,768

Converted Total 1,106,937

Consumer 810,056  
Food Service 296,882

**Cumulative Sales - Month Ending April 30, 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	5,068	0				5,068	5,068
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,159	714	0				1,873	3,182
Colossal	0	918	0				918	918
Super Colossal	0	187	0				187	187
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,159</b>	<b>8,069</b>	<b>0</b>				<b>9,228</b>	
Conv. Total	2,468	8,069	0					10,537
Prior Year	2,367	7,962	0					10,329
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	9,266	540,451	2,968				552,685	561,903
Medium	65,527	1,565,453	9,838				1,640,818	1,710,676
Large	13,055	2,450,166	10,819				2,474,040	2,484,246
Ex. Large	28,741	881,470	0				910,211	942,660
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	8,069	316,742	0				324,811	333,921
Colossal	3,662	73,559	0				77,221	81,355
Sup. Colossal	0	9,098	0				9,098	9,098
Green Ripe Whole	0	125,021	0				125,021	125,021
<b>Total</b>	<b>128,320</b>	<b>5,961,960</b>	<b>23,625</b>				<b>6,113,905</b>	
Conv. Total	273,193	5,961,960	13,726					6,248,879
Prior Year	286,825	5,936,587	15,495					6,238,907
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	7,001	0	0	0	2,960		9,961	19,241
Sliced	810,598	185,374	708,168	0	1,483,624		3,187,764	3,396,850
Chopped	5,758	1,020	0	253,598	0		260,376	221,012
<b>Total</b>	<b>823,357</b>	<b>186,394</b>	<b>708,168</b>	<b>253,598</b>	<b>1,486,584</b>		<b>3,458,101</b>	
Conv. Total	2,127,394	219,285	484,387	196,538	609,499			3,637,103
Prior Year	2,241,239	151,242	459,005	222,302	604,641			3,678,429
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	20,934					20,934	20,934
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>20,934</b>					<b>20,934</b>	
Conv. Total	0	20,934						20,934
Prior Year	0	17,011						17,011

Converted Total 9,917,453

Consumer 7,514,399  
Food Service 2,403,054

**Consecutive Sales - 12 Months Month Ending April 30, 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	5,868	0				5,868	5,868
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,480	714	0				2,194	3,865
Colossal	0	1,020	0				1,020	1,020
Super Colossal	0	221	0				221	221
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	1,480	9,481	0				10,961	
<b>Conv. Total</b>	3,151	9,481	0					12,632
<b>Prior Year</b>	3,530	9,831	0					13,361
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	14,130	735,513	4,568				754,211	768,250
Medium	88,859	2,070,986	14,754				2,174,599	2,268,739
Large	18,045	3,180,969	15,589				3,214,603	3,228,444
Ex. Large	38,883	1,153,555	0				1,192,438	1,236,337
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	11,240	440,381	0				451,621	464,311
Colossal	5,466	91,144	0				96,610	102,781
Sup. Colossal	0	11,605	0				11,605	11,605
Green Ripe Whole	0	165,191	0				165,191	165,191
<b>Total</b>	176,623	7,849,344	34,911				8,060,878	
<b>Conv. Total</b>	376,030	7,849,344	20,283					8,245,658
<b>Prior Year</b>	390,097	7,845,809	22,066					8,257,972
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,456	0	0	0	4,200		13,656	26,071
Sliced	1,089,026	245,463	973,889	0	2,026,342		4,334,720	4,588,374
Chopped	7,270	1,224	-70	349,685	0		358,109	301,669
<b>Total</b>	1,105,752	246,687	973,819	349,685	2,030,542		4,706,485	
<b>Conv. Total</b>	2,856,464	290,068	666,054	271,006	832,522			4,916,115
<b>Prior Year</b>	3,061,753	202,792	626,716	304,539	837,509			5,033,309
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	27,484					27,484	27,484
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	27,484					27,484	
<b>Conv. Total</b>	0	27,484						27,484
<b>Prior Year</b>	0	22,553						22,553

Converted Total 13,201,888

Consumer 9,966,242  
Food Service 3,235,646