



# California Monthly Olive Report



## California Department of Food and Agriculture

Cooperating with the USDA, National Agricultural Statistics Service

Pacific Regional Field 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: August 31, 2014 UPDATE Released: September 24, 2014

### Summary Report - Sales Month Ending August 31, 2014 Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	14/15	13/14	Percent Change	14/15	13/14	Percent Change	14/15	13/14	Percent Change
Total	1,080,747	994,616	8.66	1,080,747	994,616	8.66	13,370,709	13,209,887	1.22
<b>Markets</b>									
Consumer	776,437	719,913	7.85	776,437	719,913	7.85	10,091,119	9,865,812	2.28
Food Service	304,310	274,702	10.78	304,310	274,702	10.78	3,279,590	3,344,075	-1.93
<b>Styles</b>									
Whole	553	487	13.61	553	487	13.61	12,166	12,256	-0.74
Pitted	629,723	580,990	8.39	629,723	580,990	8.39	8,343,366	8,225,641	1.43
Wedged	2,477	2,661	-6.91	2,477	2,661	-6.91	26,936	24,838	8.45
Sliced	423,479	387,110	9.40	423,479	387,110	9.40	4,663,708	4,596,321	1.47
Chopped	22,881	22,041	3.81	22,881	22,041	3.81	296,884	327,406	-9.32
Broken Pitted	1,632	1,326	23.08	1,632	1,326	23.08	27,649	23,425	18.03
<b>Key Items</b>									
24/300 Pitted	590,480	550,215	7.32	590,480	550,215	7.32	7,943,500	7,820,539	1.57
6/10 Pitted	37,341	29,580	26.24	37,341	29,580	26.24	380,693	383,533	-0.74
6/10 Sliced	260,459	239,872	8.58	260,459	239,872	8.58	2,838,330	2,908,591	-2.42
24/300 Whole	400	298	34.23	400	298	34.23	9,234	9,026	2.30
6/10 Whole	153	189	-18.90	153	189	-18.90	2,932	3,230	-9.24
6/10 Wedged	2,477	2,423	2.23	2,477	2,423	2.23	25,353	23,198	9.29
2.25 Sliced	76,098	75,467	0.84	76,098	75,467	0.84	842,420	827,824	1.76
4.25 Chopped	19,001	18,604	2.14	19,001	18,604	2.14	263,004	292,089	-9.96

VIC TOLOMEO, Director  
DAVE DEWALT - KELLY KRUG, Deputy Directors

JENNIFER VAN COURT - ANTHONY FISCHER - BONNIE SPENCER  
Statisticians – Estimates Group

Comments or questions should be directed to:

USDA-NASS  
Pacific Regional Field Office-California  
P.O. Box 1258, Sacramento, CA 95812  
Phone: (916) 498-5161 – Fax: (855) 270-2722

**Summary Report - Packout and Inventory**  
**Month Ending August 31, 2014**  
**Converted 24/300 Case Basis**

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	14/15	13/14	Percent Change	14/15	13/14	Percent Change	14/15	13/14	Percent Change
Total	1,368,933	1,371,356	-0.18	1,368,933	1,371,356	-0.18	9,447,735	9,241,403	2.23
<b>Markets</b>									
Consumer	971,890	1,078,626	-9.90	971,890	1,078,626	-9.90	7,799,933	7,675,445	1.62
Food Service	397,042	292,730	35.63	397,042	292,730	35.63	1,647,802	1,565,958	5.23
<b>Styles</b>									
Whole	4,004	4,973	-19.49	4,004	4,973	-19.49	23,974	34,212	-29.92
Pitted	794,650	887,057	-10.42	794,650	887,057	-10.42	7,094,802	7,016,444	1.12
Wedged	0	2,606	-100.00	0	2,606	-100.00	26,912	32,592	-17.43
Sliced	550,986	458,264	20.23	550,986	458,264	20.23	2,039,915	1,826,553	11.68
Chopped	19,292	18,455	4.54	19,292	18,455	4.54	225,778	268,394	-15.88
Broken Pitted	0	0	0.00	0	0	0.00	36,354	63,207	-42.48
<b>Key Items</b>									
24/300 Pitted	792,600	863,928	-8.26	792,600	863,928	-8.26	6,759,144	6,636,144	1.85
6/10 Pitted	2,050	23,129	-91.14	2,050	23,129	-91.14	320,397	361,283	-11.32
6/10 Sliced	394,992	262,022	50.75	394,992	262,022	50.75	1,248,857	1,121,407	11.37
24/300 Whole	4,004	0	0.00	4,004	0	0.00	19,480	25,656	-24.07
6/10 Whole	0	4,973	-100.00	0	4,973	-100.00	4,494	8,556	-47.47
6/10 Wedged	0	2,606	-100.00	0	2,606	-100.00	25,258	29,352	-13.95
2.25 Sliced	93,427	84,228	10.92	93,427	84,228	10.92	361,884	360,991	0.25
4.25 Chopped	19,292	18,455	4.54	19,292	18,455	4.54	172,238	220,944	-22.04

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	9,447,735
Converted Storage	3,006,890
Approximate Supply*	12,454,625

**Storage Report**  
**Month Ending August 31, 2014**

Whole Canning Sizes	
Size	Tons
Small	2,105
Medium	5,349
Large	8,403
Ex. Large	1,140
Ex.Large Sev. "C"	213
Jumbo	795
Colossal	176
Super Colossal	0
Orchard Run	0
Total Canning	18,181
Limited	1,218
Total	19,399
Total Converted (*155)	3,006,890

**Packout - Month Ending August 31, 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	4,004	0				4,004	4,004
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
<b>Total</b>	0	4,004	0				4,004	
<b>Conv. Total</b>	0	4,004	0					4,004
<b>Prior Year</b>	4,973	0	0					4,973
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	8,705	0				8,705	8,705
Medium	428	87,814	0				88,242	88,725
Large	535	233,866	0				234,401	235,005
Ex. Large	0	442,695	0				442,695	442,695
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	17,707	0				17,707	17,707
Colossal	0	1,813	0				1,813	1,813
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	963	792,600	0				793,563	
<b>Conv. Total</b>	2,050	792,600	0					794,650
<b>Prior Year</b>	23,129	863,928	0					887,057
<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	153,395	31,432	37,707	0	227,871		450,405	550,986
Chopped	0	0	0	24,893	0		24,893	19,292
<b>Total</b>	153,395	31,432	37,707	24,893	227,871		475,298	
<b>Conv. Total</b>	394,992	36,775	25,792	19,292	93,427			570,278
<b>Prior Year</b>	264,628	34,808	77,207	18,455	84,228			479,326
<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 1,368,933

\*Conversion factor changed as of December 2008.

Consumer	971,890
Food Service	397,042

**Cumulative Packout - Month Ending August 31, 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	4,004	0				4,004	4,004
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
<b>Total</b>	0	4,004	0				4,004	
<b>Conv. Total</b>	0	4,004	0					4,004
<b>Prior Year</b>	4,973	0	0					4,973
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	8,705	0				8,705	8,705
Medium	428	87,814	0				88,242	88,725
Large	535	233,866	0				234,401	235,005
Ex. Large	0	442,695	0				442,695	442,695
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	17,707	0				17,707	17,707
Colossal	0	1,813	0				1,813	1,813
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	963	792,600	0				793,563	
<b>Conv. Total</b>	2,050	792,600	0					794,650
<b>Prior Year</b>	23,129	863,928	0					887,057
<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	153,395	31,432	37,707	0	227,871		450,405	550,986
Chopped	0	0	0	24,893	0		24,893	19,292
<b>Total</b>	153,395	31,432	37,707	24,893	227,871		475,298	
<b>Conv. Total</b>	394,992	36,775	25,792	19,292	93,427			570,278
<b>Prior Year</b>	264,628	34,808	77,207	18,455	84,228			479,326
<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 1,368,933

\*Conversion factor changed as of December 2008.

Consumer	971,890
Food Service	397,042

**Inventory - Month Ending August 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	422	0				422	422
Medium	0	1,560	0				1,560	1,560
Large	0	11,329	0				11,329	11,329
Ex. Large	0	953	0				953	953
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,999	2,266	0				4,265	6,522
Colossal	112	1,475	0				1,587	1,713
Super Colossal	0	1,475	0				1,475	1,475
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,111</b>	<b>19,480</b>	<b>0</b>				<b>21,591</b>	
<b>Conv. Total</b>	<b>4,494</b>	<b>19,480</b>	<b>0</b>					<b>23,974</b>
<b>Prior Year</b>	<b>8,556</b>	<b>25,656</b>	<b>0</b>					<b>34,212</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	7,780	285,500	1,797				295,077	303,108
Medium	57,063	1,334,919	13,077				1,405,059	1,464,004
Large	14,920	2,117,106	11,392				2,143,418	2,155,489
Ex. Large	49,831	2,317,882	0				2,367,713	2,423,972
Ex. Large Sev "C"	0	18,815	0				18,815	18,815
Jumbo	15,668	275,033	0				290,701	308,390
Colossal	5,230	228,129	0				233,359	239,264
Sup. Colossal	0	19,794	0				19,794	19,794
Green Ripe Whole	0	161,966	0				161,966	161,966
<b>Total</b>	<b>150,492</b>	<b>6,759,144</b>	<b>26,266</b>				<b>6,935,902</b>	
<b>Conv. Total</b>	<b>320,397</b>	<b>6,759,144</b>	<b>15,261</b>					<b>7,094,802</b>
<b>Prior Year</b>	<b>361,283</b>	<b>6,636,144</b>	<b>19,017</b>					<b>7,016,444</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,809	0	0	0	4,034		13,843	26,912
Sliced	484,993	187,317	307,038	0	882,643		1,861,991	2,039,915
Chopped	12,727	2,019	0	222,242	0		236,988	225,778
<b>Total</b>	<b>507,529</b>	<b>189,336</b>	<b>307,038</b>	<b>222,242</b>	<b>886,677</b>		<b>2,112,822</b>	
<b>Conv. Total</b>	<b>1,322,910</b>	<b>223,906</b>	<b>210,014</b>	<b>172,238</b>	<b>363,538</b>			<b>2,292,605</b>
<b>Prior Year</b>	<b>1,196,108</b>	<b>161,109</b>	<b>185,148</b>	<b>220,944</b>	<b>364,231</b>			<b>2,127,540</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	36,354					36,354	36,354
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>36,354</b>					<b>36,354</b>	
<b>Conv. Total</b>	<b>0</b>	<b>36,354</b>						<b>36,354</b>
<b>Prior Year</b>	<b>11</b>	<b>63,196</b>						<b>63,207</b>

Converted Total 9,447,735

\*Conversion factor changed as of December 2008.

Consumer	7,799,933
Food Service	1,647,802

**Sales - Month Ending August 31, 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	264	0				264	264
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	72	0	0				72	153
Colossal	0	102	0				102	102
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>72</b>	<b>400</b>	<b>0</b>				<b>472</b>	
Conv. Total	153	400	0					553
Prior Year	189	298	0					487
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,338	55,241	200				56,779	58,206
Medium	9,228	155,119	1,924				166,271	175,883
Large	1,512	242,249	1,151				244,912	246,137
Ex. Large	3,089	92,246	0				95,335	98,822
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,335	28,763	0				30,098	31,605
Colossal	1,037	4,248	0				5,285	6,456
Sup. Colossal	0	1,022	0				1,022	1,022
Green Ripe Whole	0	11,592	0				11,592	11,592
<b>Total</b>	<b>17,539</b>	<b>590,480</b>	<b>3,275</b>				<b>611,294</b>	
Conv. Total	37,341	590,480	1,903					629,723
Prior Year	29,580	550,215	1,195					580,990
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	962	0	0	0	0		962	2,477
Sliced	101,149	23,389	87,073	0	185,604		397,215	423,479
Chopped	1,012	0	0	24,518	0		25,530	22,881
<b>Total</b>	<b>103,123</b>	<b>23,389</b>	<b>87,073</b>	<b>24,518</b>	<b>185,604</b>		<b>423,707</b>	
Conv. Total	266,816	27,365	59,558	19,001	76,098			448,838
Prior Year	244,932	20,862	51,708	18,604	75,705			411,811
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	1,632					1,632	1,632
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>1,632</b>					<b>1,632</b>	
Conv. Total	0	1,632						1,632
Prior Year	0	1,326						1,326

Converted Total 1,080,747

Consumer 776,437  
Food Service 304,310

**Cumulative Sales - Month Ending August 31, 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	264	0				264	264
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	72	0	0				72	153
Colossal	0	102	0				102	102
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>72</b>	<b>400</b>	<b>0</b>				<b>472</b>	
Conv. Total	153	400	0					553
Prior Year	189	298	0					487
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,338	55,241	200				56,779	58,206
Medium	9,228	155,119	1,924				166,271	175,883
Large	1,512	242,249	1,151				244,912	246,137
Ex. Large	3,089	92,246	0				95,335	98,822
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,335	28,763	0				30,098	31,605
Colossal	1,037	4,248	0				5,285	6,456
Sup. Colossal	0	1,022	0				1,022	1,022
Green Ripe Whole	0	11,592	0				11,592	11,592
<b>Total</b>	<b>17,539</b>	<b>590,480</b>	<b>3,275</b>				<b>611,294</b>	
Conv. Total	37,341	590,480	1,903					629,723
Prior Year	29,580	550,215	1,195					580,990
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	962	0	0	0	0		962	2,477
Sliced	101,149	23,389	87,073	0	185,604		397,215	423,479
Chopped	1,012	0	0	24,518	0		25,530	22,881
<b>Total</b>	<b>103,123</b>	<b>23,389</b>	<b>87,073</b>	<b>24,518</b>	<b>185,604</b>		<b>423,707</b>	
Conv. Total	266,816	27,365	59,558	19,001	76,098			448,838
Prior Year	244,932	20,862	51,708	18,604	75,705			411,811
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	1,632					1,632	1,632
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>1,632</b>					<b>1,632</b>	
Conv. Total	0	1,632						1,632
Prior Year	0	1,326						1,326

Converted Total 1,080,747

Consumer 776,437  
Food Service 304,310

**Consecutive Sales - 12 Months Month Ending August 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,224	0				1,224	1,224
Large	0	5,545	0				5,545	5,545
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,377	816	0				2,193	3,748
Colossal	0	1,122	0				1,122	1,122
Super Colossal	0	221	0				221	221
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,377</b>	<b>9,234</b>	<b>0</b>				<b>10,611</b>	
<b>Conv. Total</b>	<b>2,932</b>	<b>9,234</b>	<b>0</b>					<b>12,166</b>
<b>Prior Year</b>	<b>3,230</b>	<b>9,026</b>	<b>0</b>					<b>12,256</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	14,293	725,833	4,798				744,924	759,050
Medium	92,788	2,093,003	12,907				2,198,698	2,298,048
Large	17,608	3,254,122	15,295				3,287,025	3,300,496
Ex. Large	37,344	1,195,166	0				1,232,510	1,274,671
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	11,002	406,505	0				417,507	429,928
Colossal	5,778	88,473	0				94,251	100,774
Sup. Colossal	0	11,992	0				11,992	11,992
Green Ripe Whole	0	168,406	0				168,406	168,406
<b>Total</b>	<b>178,813</b>	<b>7,943,500</b>	<b>33,000</b>				<b>8,155,313</b>	
<b>Conv. Total</b>	<b>380,693</b>	<b>7,943,500</b>	<b>19,173</b>					<b>8,343,366</b>
<b>Prior Year</b>	<b>383,533</b>	<b>7,820,539</b>	<b>21,569</b>					<b>8,225,641</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,846	0	0	0	3,860		13,706	26,936
Sliced	1,102,264	264,085	985,349	0	2,054,683		4,406,381	4,663,708
Chopped	8,420	680	0	339,360	0		348,460	296,884
<b>Total</b>	<b>1,120,530</b>	<b>264,765</b>	<b>985,349</b>	<b>339,360</b>	<b>2,058,543</b>		<b>4,768,547</b>	
<b>Conv. Total</b>	<b>2,895,966</b>	<b>310,577</b>	<b>673,979</b>	<b>263,004</b>	<b>844,003</b>			<b>4,987,528</b>
<b>Prior Year</b>	<b>2,957,312</b>	<b>228,955</b>	<b>640,746</b>	<b>292,089</b>	<b>829,464</b>			<b>4,948,566</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	27,649					27,649	27,649
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>27,649</b>					<b>27,649</b>	
<b>Conv. Total</b>	<b>0</b>	<b>27,649</b>						<b>27,649</b>
<b>Prior Year</b>	<b>0</b>	<b>23,425</b>						<b>23,425</b>

Converted Total 13,370,709

Consumer 10,091,119  
Food Service 3,279,590