



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

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Summary Report - Sales
Month Ending March 31, 2009
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	08/09	07/08	Percent Change	08/09	07/08	Percent Change	08/09	07/08	Percent Change
Total	1,119,068	1,063,555	5.22	9,233,244	8,790,480	5.04	13,876,710	12,978,085	6.92
Markets									
Consumer	808,044	764,110	5.75	6,988,786	6,463,451	8.13	10,325,193	9,291,244	11.13
Food Service	311,023	299,444	3.87	2,244,458	2,327,029	-3.55	3,551,517	3,686,841	-3.67
Styles									
Whole	1,754	966	81.57	11,804	14,393	-17.99	19,015	20,301	-6.33
Pitted	673,897	637,243	5.75	5,992,659	5,503,931	8.88	8,718,136	7,955,369	9.59
Wedged	4,690	4,156	12.86	32,730	37,287	-12.22	52,282	57,755	-9.48
Sliced	407,292	394,157	3.33	2,910,050	2,922,546	-0.43	4,654,603	4,479,354	3.91
Chopped	26,120	23,076	13.19	252,051	268,853	-6.25	377,380	397,853	-5.15
Broken Pitted	5,313	3,957	34.27	33,950	43,470	-21.90	55,294	67,453	-18.03
Key Items									
24/300 Pitted	621,895	587,316	5.89	5,565,480	5,056,537	10.07	8,040,164	7,169,159	12.15
6/10 Pitted	49,446	45,326	9.09	403,980	416,709	-3.05	636,169	744,384	-14.54
6/10 Sliced	255,746	248,572	2.89	1,780,649	1,840,466	-3.25	2,822,756	2,835,278	-0.44
24/300 Whole	1,326	504	163.10	6,820	8,904	-23.41	11,664	11,896	-1.95
6/10 Whole	428	462	-7.37	4,984	5,489	-9.20	7,351	8,405	-12.53
6/10 Wedged	4,444	4,156	6.94	30,926	36,058	-14.23	49,494	55,296	-10.49
2.25 Sliced	85,437	73,772	15.81	608,205	575,351	5.71	1,029,490	862,848	19.31
4.25 Chopped	25,162	21,806	15.39	223,488	234,207	-4.58	333,835	346,175	-3.56
1.25 Pitted	836	0	0.00	3,401	0	0.00	3,401	0	0.00
6.5 Pitted	0	0	0.00	0	0	0.00	0	0	0.00
5.25 Sliced	0	0	0.00	0	0	0.00	0	0	0.00

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Summary Report - Packout and Inventory
Month Ending March 31, 2009
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	08/09	07/08	Percent Change	08/09	07/08	Percent Change	08/09	07/08	Percent Change
Total	1,086,816	1,304,048	-16.66	9,333,383	9,389,754	-0.60	5,852,254	5,137,436	13.91
Markets									
Consumer	790,508	863,229	-8.42	7,356,906	5,953,312	23.58	4,688,914	4,102,405	14.30
Food Service	296,308	440,818	-32.78	1,976,477	3,436,442	-42.48	1,163,341	1,035,031	12.40
Styles									
Whole	0	1,716	-100.00	11,464	8,765	30.80	15,937	13,797	15.51
Pitted	645,818	767,106	-15.81	5,975,415	6,119,744	-2.36	4,087,639	3,665,195	11.53
Wedged	0	12,945	-100.00	39,190	19,694	98.99	39,738	19,019	108.94
Sliced	393,988	472,661	-16.64	3,034,694	2,896,970	4.75	1,320,264	1,069,853	23.41
Chopped	39,074	49,620	-21.25	244,719	343,156	-28.69	378,312	353,350	7.06
Broken Pitted	7,937	0	0.00	27,901	1,424	1859.34	10,365	16,223	-36.11
Key Items									
24/300 Pitted	592,497	653,592	-9.35	5,756,755	4,547,883	26.58	3,709,995	3,255,444	13.96
6/10 Pitted	53,321	113,514	-53.03	188,329	1,551,711	-87.86	335,026	382,428	-12.40
6/10 Sliced	242,987	304,066	-20.09	1,720,893	1,824,931	-5.70	730,170	579,522	26.00
24/300 Whole	0	1,716	-100.00	8,950	8,765	2.11	9,541	9,871	-3.34
6/10 Whole	0	0	0.00	2,514	0	0.00	6,396	3,926	62.90
6/10 Wedged	0	11,763	-100.00	37,994	18,512	105.24	38,710	17,837	117.02
2.25 Sliced	67,759	53,113	27.57	765,087	546,701	39.95	316,579	200,860	57.61
4.25 Chopped	39,074	38,145	2.44	209,848	294,733	-28.80	318,633	297,710	7.03
1.25 Pitted	0	0	0.00	16,638	0	0.00	12,918	0	0.00
6.5 Pitted	0	0	0.00	0	0	0.00	0	0	0.00
5.25 Sliced	151	0	0.00	151	0	0.00	151	0	0.00

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	5,852,254
Converted Storage	4,408,936
Approximate Supply*	10,261,191

Storage Report
Month Ending March 31, 2009

Whole Canning Sizes	
Size	Tons
Small	5,239
Medium	2,928
Large	5,556
Ex. Large	5,870
Ex.Large Sev. "C"	142
Jumbo	849
Colossal	1,783
Super Colossal	864
Orchard Run	0
Total Canning	23,231
Limited	5,213
Total	28,445
Total Converted (*155)	4,408,936

Packout - Month Ending March 31, 2009

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	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	1,716	0					1,716
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz*	24 6.5 oz		Total	Conv. Total
Small	0	9,025	0	0	0		9,025	9,025
Medium	1,736	330,992	0	0	0		332,728	334,688
Large	0	63,220	0	0	0		63,220	63,220
Ex. Large	10,384	134,732	0	0	0		145,116	156,840
Ex. Large Sev "C"	12,925	0	0	0	0		12,925	27,517
Jumbo	0	37,622	0	0	0		37,622	37,622
Colossal	0	16,074	0	0	0		16,074	16,074
Sup. Colossal	0	832	0	0	0		832	832
Green Ripe Whole	0	0	0	0	0		0	0
Total	25,045	592,497	0	0	0		617,542	
Conv. Total	53,321	592,497	0	0	0			645,818
Prior Year	113,514	653,592	0	0	0			767,106
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	24 5.25 oz	Total	Conv. Total
Segmented	0	0	0	0	0	0	0	0
Sliced	94,364	14,996	95,826	0	165,265	173	370,624	393,988
Chopped	0	0	0	50,418	0	0	50,418	39,074
Total	94,364	14,996	95,826	50,418	165,265	173	421,042	
Conv. Total	242,987	17,545	65,545	39,074	67,759	151		433,062
Prior Year	327,304	16,882	98,599	38,145	54,295	0		535,225
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	7,937					7,937	7,937
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	7,937					7,937	
Conv. Total	0	7,937						7,937
Prior Year	0	0						0

Converted Total

1,086,816

*Conversion factor changed as of December 2008.

Cumulative Packout - Month Ending March 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	654	0				654	654
Large	0	1,660	0				1,660	1,660
Ex. Large	727	0	0				727	1,548
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	2,713	0				2,713	2,713
Colossal	454	2,539	0				2,993	3,506
Super Colossal	0	1,384	0				1,384	1,384
Green Ripe Whole	0	0	0				0	0
Total	1,181	8,950	0				10,131	
Conv. Total	2,514	8,950	0					11,464
Prior Year	0	8,765	0					8,765
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz*	24 6.5 oz		Total	Conv. Total
Small	0	414,789	1,541	79,862	0		496,192	432,322
Medium	36,691	1,682,965	4,652	0	0		1,724,308	1,763,783
Large	7,680	1,353,126	12,318	0	0		1,373,124	1,376,633
Ex. Large	31,163	1,793,989	0	0	0		1,825,152	1,860,335
Ex. Large Sev "C"	12,925	0	0	0	0		12,925	27,517
Jumbo	0	187,223	0	0	0		187,223	187,223
Colossal	0	132,538	0	0	0		132,538	132,538
Sup. Colossal	0	19,587	0	0	0		19,587	19,587
Green Ripe Whole	0	172,538	5,057	0	0		177,595	175,476
Total	88,459	5,756,755	23,568	79,862	0		5,948,644	
Conv. Total	188,329	5,756,755	13,693	16,638	0			5,975,415
Prior Year	1,551,711	4,547,883	20,150	0	0			6,119,744
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	24 5.25 oz	Total	Conv. Total
Segmented	14,755	0	0	0	2,916	0	17,671	39,190
Sliced	668,308	75,584	672,704	0	1,866,066	173	3,282,835	3,034,694
Chopped	6,976	2,135	2,526	270,772	0	0	282,409	244,719
Total	690,039	77,719	675,230	270,772	1,868,982	173	3,582,915	
Conv. Total	1,785,633	93,451	463,237	209,848	766,283	151		3,318,603
Prior Year	1,884,731	87,891	444,583	294,733	547,884	0		3,259,822
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	27,901					27,901	27,901
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	27,901					27,901	
Conv. Total	0	27,901						27,901
Prior Year	0	1,424						1,424

Converted Total

9,333,383

*Conversion factor changed as of December 2008.

Inventory - Month Ending March 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,472	0				2,472	2,472
Large	0	2,334	0				2,334	2,334
Ex. Large	727	0	0				727	1,548
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,159	1,559	0				3,718	6,156
Colossal	118	1,516	0				1,634	1,767
Super Colossal	0	1,558	0				1,558	1,558
Green Ripe Whole	0	0	0				0	0
Total	3,004	9,541	0				12,545	
Conv. Total	6,396	9,541	0					15,937
Prior Year	3,926	9,871	0					13,797
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz*	24 6.5 oz		Total	Conv. Total
Small	4,171	323,780	6,007	62,007	0		395,965	349,068
Medium	67,316	1,005,677	29,612	0	0		1,102,605	1,166,197
Large	9,751	984,681	15,500	0	0		1,009,932	1,014,446
Ex. Large	37,427	869,672	0	0	0		907,099	949,354
Ex. Large Sev "C"	12,925	0	0	0	0		12,925	27,517
Jumbo	19,979	206,579	0	0	0		226,558	249,114
Colossal	5,794	139,880	0	0	0		145,674	152,215
Sup. Colossal	0	23,734	0	0	0		23,734	23,734
Green Ripe Whole	0	155,992	0	0	0		155,992	155,992
Total	157,363	3,709,995	51,119	62,007	0		3,980,484	
Conv. Total	335,026	3,709,995	29,700	12,918	0			4,087,639
Prior Year	382,428	3,255,444	27,323	0	0			3,665,195
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	24 5.25 oz	Total	Conv. Total
Segmented	15,033	0	0	0	2,508	0	17,541	39,738
Sliced	283,561	46,360	320,354	0	772,145	173	1,422,593	1,320,264
Chopped	13,713	2,281	1,417	411,139	0	0	428,550	378,312
Total	312,307	48,641	321,771	411,139	774,653	173	1,868,684	
Conv. Total	821,455	59,602	220,865	318,633	317,608	151		1,738,314
Prior Year	648,635	68,521	225,313	297,710	202,043	0		1,442,222
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	218	9,901					10,119	10,365
Bkn. Pitted Green Ripe	0	0					0	0
Total	218	9,901					10,119	
Conv. Total	464	9,901						10,365
Prior Year	43	16,180						16,223

Converted Total

5,852,254

*Conversion factor changed as of December 2008.

Sales - Month Ending March 31, 2009

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	346	0				346	346
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	191	729	0				920	1,136
Colossal	10	224	0				234	245
Super Colossal	0	27	0				27	27
Green Ripe Whole	0	0	0				0	0
Total	201	1,326	0				1,527	
Conv. Total	428	1,326	0					1,754
Prior Year	462	504	0					966
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz	24 6.5 oz		Total	Conv. Total
Small	443	62,384	920	4,013	0		67,760	64,698
Medium	9,740	164,496	952	0	0		175,188	185,786
Large	2,420	241,185	1,089	0	0		244,694	246,970
Ex. Large	7,823	101,641	0	0	0		109,464	118,296
Ex. Large Sev "C"	0	0	0	0	0		0	0
Jumbo	2,210	36,230	0	0	0		38,440	40,935
Colossal	589	7,493	0	0	0		8,082	8,747
Sup. Colossal	0	4,502	0	0	0		4,502	4,502
Green Ripe Whole	0	3,964	0	0	0		3,964	3,964
Total	23,225	621,895	2,961	4,013	0		652,094	
Conv. Total	49,446	621,895	1,720	836	0			673,897
Prior Year	45,326	587,316	4,600	0	0			637,242
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	24 5.25 oz	Total	Conv. Total
Segmented	1,726	0	0	0	600	0	2,326	4,690
Sliced	99,319	7,906	83,127	0	208,383	0	398,735	407,292
Chopped	250	0	0	32,467	0	0	32,717	26,120
Total	101,295	7,906	83,127	32,467	208,983	0	433,778	
Conv. Total	261,149	9,250	56,859	25,162	85,683	0		438,103
Prior Year	253,622	5,272	66,917	21,806	73,772	0		421,389
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	5,313					5,313	5,313
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	5,313					5,313	
Conv. Total	0	5,313						5,313
Prior Year	34	3,923						3,957

Converted Total

1,119,068

Cumulative Sales - Month Ending March 31, 2009

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	3,316	0				3,316	3,316
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,900	1,605	0				3,505	5,650
Colossal	441	948	0				1,389	1,887
Super Colossal	0	407	0				407	407
Green Ripe Whole	0	0	0				0	0
Total	2,341	6,820	0				9,161	
Conv. Total	4,984	6,820	0					11,804
Prior Year	5,489	8,904	0					14,393
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz	24 6.5 oz		Total	Conv. Total
Small	2,563	535,853	8,080	16,323	0		562,819	549,405
Medium	81,809	1,630,824	13,503	0	0		1,726,136	1,812,841
Large	35,627	2,196,866	12,493	0	0		2,244,986	2,279,974
Ex. Large	49,825	763,958	0	0	0		813,783	870,035
Ex. Large Sev "C"	0	0	0	0	0		0	0
Jumbo	14,513	315,546	0	0	0		330,059	346,444
Colossal	4,742	66,774	0	0	0		71,516	76,870
Sup. Colossal	0	20,724	0	0	0		20,724	20,724
Green Ripe Whole	672	34,935	0	0	0		35,607	36,366
Total	189,751	5,565,480	34,076	16,323	0		5,805,630	
Conv. Total	403,980	5,565,480	19,798	3,401	0			5,992,659
Prior Year	416,709	5,056,537	30,685	0	0			5,503,931
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	24 5.25 oz	Total	Conv. Total
Segmented	12,010	0	0	0	4,400	0	16,410	32,730
Sliced	691,514	71,170	640,245	0	1,483,426	0	2,886,355	2,910,050
Chopped	6,190	680	2,628	288,372	0	0	297,870	252,051
Total	709,714	71,850	642,873	288,372	1,487,826	0	3,200,635	
Conv. Total	1,835,307	84,867	441,160	223,488	610,009	0		3,194,831
Prior Year	1,904,585	77,207	436,108	234,207	576,580	0		3,228,687
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	88	33,763					33,851	33,950
Bkn. Pitted Green Ripe	0	0					0	0
Total	88	33,763					33,851	
Conv. Total	187	33,763						33,950
Prior Year	247	43,223						43,470

Converted Total

9,233,244

Consecutive Sales - 12 Months Monthly Ending March 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	916	0				916	916
Large	0	5,057	0				5,057	5,057
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	3,004	3,155	0				6,159	9,551
Colossal	449	1,845	0				2,294	2,801
Super Colossal	0	589	0				589	589
Green Ripe Whole	0	0	0				0	0
Total	3,453	11,664	0				15,117	
Conv. Total	7,351	11,664	0					19,015
Prior Year	8,405	11,896	0					20,301
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz	24 6.5 oz		Total	Conv. Total
Small	3,921	790,117	22,160	16,323	0		832,521	814,740
Medium	131,926	2,315,809	24,927	0	0		2,472,662	2,611,162
Large	50,190	3,153,790	19,010	0	0		3,222,990	3,271,689
Ex. Large	81,000	1,130,304	0	0	0		1,211,304	1,302,753
Ex. Large Sev "C"	0	0	0	0	0		0	0
Jumbo	22,750	470,754	0	0	0		493,504	519,189
Colossal	8,128	100,748	0	0	0		108,876	118,053
Sup. Colossal	0	29,921	0	0	0		29,921	29,921
Green Ripe Whole	896	48,721	0	0	0		49,617	50,629
Total	298,811	8,040,164	66,097	16,323	0		8,421,395	
Conv. Total	636,169	8,040,164	38,402	3,401	0			8,718,136
Prior Year	744,384	7,169,159	41,826	0	0			7,955,369
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	24 5.25 oz	Total	Conv. Total
Segmented	19,221	0	0	0	6,800	0	26,021	52,282
Sliced	1,096,216	116,482	973,791	0	2,510,951	0	4,697,440	4,654,603
Chopped	9,243	1,360	3,993	430,755	0	0	445,351	377,380
Total	1,124,680	117,842	977,784	430,755	2,517,751	0	5,168,812	
Conv. Total	2,907,688	139,480	670,984	333,835	1,032,278	0		5,084,265
Prior Year	2,933,545	121,097	668,838	346,175	865,307	0		4,934,962
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	145	54,985					55,130	55,294
Bkn. Pitted Green Ripe	0	0					0	0
Total	145	54,985					55,130	
Conv. Total	309	54,985						55,294
Prior Year	507	66,946						67,453

Converted Total

13,876,710