



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: December 31, 2011 Released: January 20, 2012

Frequency: Monthly

Summary Report - Sales
Month Ending December 31, 2011
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	1,214,171	1,037,882	16.99	6,384,646	5,974,934	6.86	13,482,372	12,906,192	4.46
Markets									
Consumer	915,288	797,621	14.75	4,837,719	4,727,981	2.32	10,058,476	9,851,235	2.10
Food Service	298,883	240,261	24.40	1,546,927	1,246,953	24.06	3,423,896	3,054,957	12.08
Styles									
Whole	1,833	2,415	-24.08	6,652	7,974	-16.57	12,557	18,053	-30.45
Pitted	811,723	707,492	14.73	4,225,687	4,093,008	3.24	8,514,036	8,327,452	2.24
Wedged	2,360	2,508	-5.88	13,723	11,776	16.53	29,997	32,601	-7.99
Sliced	370,426	298,639	24.04	2,003,043	1,715,644	16.75	4,577,790	4,180,223	9.51
Chopped	27,403	26,182	4.66	131,427	142,848	-8.00	329,661	334,485	-1.44
Broken Pitted	425	646	-34.21	4,114	3,683	11.70	18,331	13,379	37.01
Key Items									
24/300 Pitted	776,913	665,797	16.69	4,027,054	3,897,304	3.33	8,061,282	7,855,471	2.62
6/10 Pitted	33,323	40,038	-16.77	189,025	185,742	1.77	426,586	448,404	-4.87
6/10 Sliced	262,238	195,177	34.36	1,334,731	1,039,041	28.46	2,938,799	2,549,098	15.29
24/300 Whole	1,563	2,134	-26.76	5,209	6,488	-19.71	8,735	13,554	-35.55
6/10 Whole	270	281	-3.78	1,443	1,486	-2.86	3,822	4,499	-15.06
6/10 Wedged	2,196	2,426	-9.46	12,821	10,792	18.80	28,029	30,305	-7.51
2.25 Sliced	55,249	50,470	9.47	346,097	355,920	-2.76	847,463	867,139	-2.27
4.25 Chopped	26,548	23,844	11.34	121,571	132,158	-8.01	300,030	309,590	-3.09

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 December 31, 2011

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	1,029,464	1,370,003	-24.86	6,537,064	6,573,911	-0.56	7,541,062	5,109,002	47.60
Markets									
Consumer	674,145	967,207	-30.30	4,948,144	5,192,269	-4.70	5,526,702	3,648,368	51.48
Food Service	355,318	402,796	-11.79	1,588,920	1,381,642	15.00	2,014,360	1,460,634	37.91
Styles									
Whole	0	1,603	---	5,205	5,164	0.79	19,570	14,028	39.50
Pitted	496,898	878,583	-43.44	4,239,542	4,384,460	-3.31	4,751,614	3,039,680	56.32
Wedged	1,506	0	---	2,047	0	---	5,594	34,215	-83.65
Sliced	502,267	458,268	9.60	2,096,163	1,991,385	5.26	2,424,028	1,831,451	32.36
Chopped	28,793	26,835	7.30	188,031	188,188	-0.08	296,881	174,491	70.14
Broken Pitted	0	4,714	---	6,075	4,714	28.87	43,375	15,137	186.55
Key Items									
24/300 Pitted	488,911	751,967	-34.98	3,997,167	4,146,319	-3.60	4,346,165	2,761,540	57.38
6/10 Pitted	4,477	120,846	-96.30	228,495	224,844	1.62	382,545	258,243	48.13
6/10 Sliced	349,335	281,950	23.90	1,355,645	1,149,035	17.98	1,591,049	1,135,668	40.10
24/300 Whole	0	1,603	---	5,205	5,164	0.79	15,054	9,012	67.04
6/10 Whole	0	0	---	0	0	---	4,516	5,016	-9.98
6/10 Wedged	1,506	0	---	2,047	0	---	5,330	31,979	-83.33
2.25 Sliced	20,094	94,444	-78.72	375,241	439,019	-14.53	474,844	363,932	30.48
4.25 Chopped	28,793	26,835	7.30	185,298	180,424	2.70	255,148	133,474	91.16

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	7,541,062
Converted Storage	9,628,660
Approximate Supply*	17,169,722

Storage Report
Month Ending December 31, 2011

Whole Canning Sizes	
Size	Tons
Small	15,146
Medium	4,971
Large	4,578
Ex. Large	5,144
Ex. Large Sev. "C"	1,134
Jumbo	1,678
Colossal	4,564
Super Colossal	1,180
Orchard Run	0
Total Canning	38,395
Limited	23,725
Total	62,120
Total Converted (*155)	9,628,660

Packout - Month Ending December 31, 2011

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	1,603	0					1,603
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	140,798	0				140,798	140,798
Medium	2,103	225,616	1,869				229,588	231,179
Large	0	15,353	4,171				19,524	17,776
Ex. Large	0	92,361	0				92,361	92,361
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	14,783	0				14,783	14,783
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	2,103	488,911	6,040				497,054	
Conv. Total	4,477	488,911	3,509					496,898
Prior Year	120,846	751,967	5,770					878,583
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	585	0	0	0	0		585	1,506
Sliced	135,664	15,601	167,522	0	49,010		367,797	502,267
Chopped	0	0	0	37,152	0		37,152	28,793
Total	136,249	15,601	167,522	37,152	49,010		405,534	
Conv. Total	350,841	18,253	114,585	28,793	20,094			532,566
Prior Year	281,950	19,995	61,879	26,835	94,444			485,103
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	4,714						4,714

Converted Total 1,029,464

*Conversion factor changed as of December 2008.

Consumer	674,145
Food Service	355,318

Cumulative Packout - Month Ending December 31, 2011

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	2,132	0				2,132	2,132
Ex. Large	0	1,026	0				1,026	1,026
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	5,205	0				5,205	
Conv. Total	0	5,205	0					5,205
Prior Year	0	5,164	0					5,164
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	13,592	654,995	5,537				674,124	687,149
Medium	63,065	1,415,387	3,926				1,482,378	1,551,933
Large	19,878	777,770	14,427				812,075	828,472
Ex. Large	6,093	937,150	0				943,243	950,122
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,671	99,645	0				102,316	105,332
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	107,325	3,997,167	23,890				4,128,382	
Conv. Total	228,495	3,997,167	13,880					4,239,542
Prior Year	224,844	4,146,319	13,297					4,384,460
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	795	0	0	0	0		795	2,047
Sliced	526,464	61,781	428,353	0	915,223		1,931,821	2,096,163
Chopped	713	0	0	239,094	0		239,807	188,031
Total	527,972	61,781	428,353	239,094	915,223		2,172,423	
Conv. Total	1,360,426	72,284	292,993	185,298	375,241			2,286,242
Prior Year	1,156,798	95,481	307,851	180,424	439,019			2,179,573
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	4,714						4,714

Converted Total 6,537,064

*Conversion factor changed as of December 2008.

Consumer 4,948,144
Food Service 1,588,920

Inventory - Month Ending December 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	2,343	0				2,343	2,343
Large	0	6,150	0				6,150	6,150
Ex. Large	0	354	0				354	354
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,766	1,545	0				3,311	5,305
Colossal	355	2,803	0				3,158	3,559
Super Colossal	0	1,859	0				1,859	1,859
Green Ripe Whole	0	0	0				0	0
Total	2,121	15,054	0				17,175	
Conv. Total	4,516	15,054	0					19,570
Prior Year	5,016	9,012	0					14,028
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	19,582	474,028	6,451				500,061	519,466
Medium	69,497	1,469,540	16,084				1,555,121	1,626,844
Large	27,940	1,038,474	16,887				1,083,301	1,107,770
Ex. Large	29,430	602,040	0				631,470	664,696
Ex. Large Sev "C"	0	15,406	0				15,406	15,406
Jumbo	22,844	362,348	0				385,192	410,983
Colossal	5,818	147,820	0				153,638	160,207
Sup. Colossal	4,572	94,241	0				98,813	103,975
Green Ripe Whole	0	142,268	0				142,268	142,268
Total	179,683	4,346,165	39,422				4,565,270	
Conv. Total	382,545	4,346,165	22,904					4,751,614
Prior Year	258,243	2,761,540	19,896					3,039,679
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	2,070	0	0	0	643		2,713	5,594
Sliced	617,883	60,280	420,480	0	1,158,155		2,256,798	2,424,028
Chopped	8,062	1,099	6,700	329,223	0		345,084	296,881
Total	628,015	61,379	427,180	329,223	1,158,798		2,604,595	
Conv. Total	1,627,289	73,110	295,849	255,148	475,107			2,726,503
Prior Year	1,197,364	82,624	260,528	133,474	366,168			2,040,158
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	43,364					43,369	43,375
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	43,364					43,369	
Conv. Total	11	43,364						43,375
Prior Year	11	15,126						15,137

Converted Total 7,541,062

*Conversion factor changed as of December 2008.

Consumer	5,526,702
Food Service	2,014,360

Sales - Month Ending December 31, 2011

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	968	0				968	968
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	127	0	0				127	270
Colossal	0	0	0				0	0
Super Colossal	0	85	0				85	85
Green Ripe Whole	0	0	0				0	0
Total	127	1,563	0				1,690	
Conv. Total	270	1,563	0					1,833
Prior Year	281	2,134	0					2,415
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	226	106,384	200				106,810	106,981
Medium	7,134	196,854	1,000				204,988	212,623
Large	1,441	282,312	1,359				285,112	286,169
Ex. Large	5,164	114,329	0				119,493	125,323
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,164	60,498	0				61,662	62,976
Colossal	523	8,516	0				9,039	9,629
Sup. Colossal	0	774	0				774	774
Green Ripe Whole	0	7,246	0				7,246	7,246
Total	15,652	776,913	2,559				795,124	
Conv. Total	33,323	776,913	1,487					811,723
Prior Year	40,038	665,797	1,657					707,492
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	853	0	0	0	400		1,253	2,360
Sliced	101,840	11,451	57,809	0	134,753		305,853	370,426
Chopped	223	0	0	34,256	0		34,479	27,403
Total	102,916	11,451	57,809	34,256	135,153		341,585	
Conv. Total	265,289	13,398	39,541	26,548	55,413			400,190
Prior Year	199,942	14,121	38,871	23,844	50,552			327,330
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	425					425	425
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	425					425	
Conv. Total	0	425						425
Prior Year	0	646						646

Converted Total 1,214,171

Consumer 915,288
Food Service 298,883

Cumulative Sales - Month Ending December 31, 2011

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	3,477	0				3,477	3,477
Ex. Large	0	816	0				816	816
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	678	204	0				882	1,647
Colossal	0	219	0				219	219
Super Colossal	0	153	0				153	153
Green Ripe Whole	0	0	0				0	0
Total	678	5,209	0				5,887	
Conv. Total	1,443	5,209	0					6,652
Prior Year	1,486	6,488	0					7,974
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,044	471,500	2,500				475,044	475,175
Medium	42,648	1,202,932	6,221				1,251,801	1,297,344
Large	9,727	1,485,547	7,815				1,503,089	1,510,796
Ex. Large	26,879	526,320	0				553,199	583,545
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	5,770	261,992	0				267,762	274,276
Colossal	2,718	36,120	0				38,838	41,907
Sup. Colossal	0	5,604	0				5,604	5,604
Green Ripe Whole	0	37,039	0				37,039	37,039
Total	88,786	4,027,054	16,536				4,132,376	
Conv. Total	189,025	4,027,054	9,607					4,225,687
Prior Year	185,742	3,897,304	9,962					4,093,008
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	4,979	0	0	0	2,200		7,179	13,723
Sliced	518,342	66,024	358,139	0	844,140		1,786,645	2,003,043
Chopped	2,323	395	17	156,866	0		159,601	131,427
Total	525,644	66,419	358,156	156,866	846,340		1,953,425	
Conv. Total	1,356,458	78,176	244,988	121,571	346,999			2,148,193
Prior Year	1,059,724	70,278	251,204	132,158	356,904			1,870,268
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	4,114					4,114	4,114
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	4,114					4,114	
Conv. Total	0	4,114						4,114
Prior Year	0	3,683						3,683

Converted Total 6,384,646

Consumer 4,837,719
Food Service 1,546,927

Consecutive Sales - 12 Months Month Ending December 31, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	816	0				816	816
Large	0	5,052	0				5,052	5,052
Ex. Large	0	1,020	0				1,020	1,020
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,683	660	0				2,343	4,243
Colossal	112	783	0				895	1,021
Super Colossal	0	404	0				404	404
Green Ripe Whole	0	0	0				0	0
Total	1,795	8,735	0				10,530	
Conv. Total	3,822	8,735	0					12,557
Prior Year	4,499	13,554	0					18,053
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,982	908,511	5,200				917,693	920,010
Medium	102,728	2,355,743	17,976				2,476,447	2,584,895
Large	23,374	3,043,563	21,865				3,088,802	3,106,030
Ex. Large	49,860	1,085,267	0				1,135,127	1,191,419
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	14,193	495,725	0				509,918	525,942
Colossal	6,232	74,461	0				80,693	87,729
Sup. Colossal	0	12,268	0				12,268	12,268
Green Ripe Whole	0	85,744	0				85,744	85,744
Total	200,369	8,061,282	45,041				8,306,692	
Conv. Total	426,586	8,061,282	26,169					8,514,036
Prior Year	448,404	7,855,471	23,577					8,327,452
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,885	0	0	0	4,800		15,685	29,997
Sliced	1,141,281	152,577	896,218	0	2,066,984		4,257,060	4,577,790
Chopped	6,954	1,223	78	387,135	0		395,390	329,661
Total	1,159,120	153,800	896,296	387,135	2,071,784		4,668,135	
Conv. Total	2,993,489	181,389	613,109	300,030	849,431			4,937,448
Prior Year	2,601,878	134,312	632,094	309,590	869,435			4,547,309
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	18,331					18,331	18,331
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	18,331					18,331	
Conv. Total	0	18,331						18,331
Prior Year	177	13,202						13,379

Converted Total 13,482,372

Consumer 10,058,476
Food Service 3,423,896