

CALIFORNIA MONTHLY OLIVE REPORT

Released: November 19, 2002

Summary Report - Sales									
Month Ending October 31, 2002									
Converted 24/300 Case Basis									
Item	Monthly Sales			Year-to-Date Sales			Consecutive 12-Month Sales		
	02/03	01/02	% Change	02/03	01/02	% change	02/03	01/02	% change
Total	1,464,285	1,530,234	-4.31	3,618,324	3,733,920	-3.10	14,412,621	14,299,917	0.79
Markets									
Consumer	1,106,203	1,151,641	-3.95	2,543,093	2,476,901	2.67	9,918,526	9,222,790	7.54
Food Service	358,083	378,592	-5.42	1,075,231	1,257,018	-14.46	4,494,095	5,077,127	-11.48
Styles									
Whole	4,412	5,523	-20.11	12,577	17,225	-26.98	57,593	69,540	-17.18
Pitted	997,261	1,056,898	-5.64	2,294,274	2,265,764	1.26	9,085,334	8,543,092	6.35
Wedged	7,432	5,116	45.29	21,240	19,258	10.29	85,108	79,964	6.43
Sliced	400,122	399,005	0.28	1,148,602	1,259,561	-8.81	4,581,946	4,957,690	-7.58
Chopped	41,355	54,131	-23.60	110,107	147,131	-25.16	495,557	558,777	-11.31
Broken Pitt	13,702	9,561	43.31	31,524	24,981	26.20	107,083	90,854	17.86
Key Items									
24/300 Pitt	895,759	949,863	-5.70	1,975,238	1,939,794	1.83	7,837,439	7,189,626	9.01
6/10 Pitt	96,156	97,461	-1.34	301,217	303,172	-0.64	1,177,701	1,264,992	-6.90
6/10 Sliced	251,642	257,922	-2.44	740,560	884,773	-16.30	3,101,688	3,532,493	-12.20
24/300 Whole	2,415	3,547	-31.91	7,243	11,350	-36.19	37,590	44,215	-14.98
6/10 Whole	1,997	1,952	2.29	5,323	5,459	-2.50	19,968	24,315	-17.88
6/10 Wedged	7,104	4,952	43.47	20,912	18,684	11.92	82,542	76,895	7.34
2.25 Sliced	88,665	79,885	10.99	230,821	209,790	10.03	828,216	812,602	1.92
4.5 Chopped	39,324	37,732	4.22	97,031	101,101	-4.03	367,684	374,006	-1.69

Summary Report - Packout and Inventory									
Month Ending October 31, 2002									
Converted 24/300 Case Basis									
Item	Monthly Packout			Year-to-Date Packout			Inventory		
	02/03	01/02	% change	02/03	01/02	% change	02/03	01/02	% change
Total	1,887,644	1,610,767	17.19	4,519,881	3,821,336	18.28	7,512,888	4,890,344	53.63
Markets									

Consumer	1,579,596	1,219,294	29.55	3,632,885	2,378,946	52.71	4,894,743	3,091,681	58.32
Food Service	308,048	391,473	-21.31	886,997	1,442,390	-38.51	2,618,144	1,798,663	45.56
Styles									
Whole	4,946	1,683	193.88	12,935	5,012	158.07	65,619	53,415	22.85
Pitted	1,360,754	1,061,390	28.20	3,012,252	2,020,413	49.09	5,069,964	3,056,664	65.87
Wedged	286	0	0.00	286	0	0.00	28,026	77,715	-63.94
Sliced	473,067	499,598	-5.31	1,364,439	1,663,208	-17.96	2,157,599	1,558,698	38.42
Chopped	48,591	48,096	1.03	113,518	132,187	-14.12	147,275	127,985	15.07
Broken Pitt	0	0	0.00	16,452	516	3,087.59	44,405	15,866	179.87
Key Items									
24/300 Pitt	1,308,361	1,001,922	30.59	2,904,108	1,792,729	61.99	4,176,209	2,458,520	69.87
6/10 Pitt	50,191	51,281	-2.13	96,118	217,275	-55.76	851,589	546,465	55.84
6/10 Sliced	253,733	325,596	-22.07	780,549	1,192,725	-34.56	1,631,940	1,121,549	45.51
24/300 Whole	4,946	1,683	193.88	9,505	4,567	108.12	33,803	27,417	23.29
6/10 Whole	0	0	0.00	3,430	0	0.00	31,518	25,661	22.82
6/10 Wedged	286	0	0.00	286	0	0.00	23,893	70,849	-66.28
2.25 Sliced	186,631	69,859	167.15	423,401	257,882	64.18	328,500	229,209	43.32
4.5 Chopped	44,753	33,500	33.59	106,284	98,040	8.41	104,455	88,994	17.37
							Approximate Supply in Converted Cases		
							Total Inventory	7,512,888	
							Converted Storage	14,265,073	
							Approximate Supply	21,777,961	

Storage - Month Ending October 31, 2002	
Whole Canning Sizes	
Size	Tons
Small	10,753
Medium	18,217
Large	20,182
Ex. Large	17,648
Ex.Large Sev. "C"	962
Jumbo	5,645
Colossal	4,755
Super Colossal	1,555
Orchard Run	0
Total Canning	79,717

Limited	12,315
Total	92,033
Total Converted (*155)	14,265,073

Packout - Month Ending October 31, 2002							
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	4,946	0			4,946	4,946
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
Grn. Ripe Whole	0	0	0			0	0
Total	0	4,946	0			4,946	
Conv. Total	0	4,946	0				4,946
Prior Year	0	1,683	0				1,683
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	23,575	191,756	3,789			219,120	244,149
Large	0	742,960	0			742,960	742,960
Ex. Large	0	373,632	0			373,632	373,632
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	0	0			0	0
Colossal	0	13	0			13	13
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	23,575	1,308,361	3,789			1,335,725	
Conv. Total	50,191	1,308,361	2,201				1,360,754
Prior Year	51,281	1,001,922	8,187				1,061,390
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	111	0	0	0	0	111	286
Sliced	98,537	7,346	35,247	0	455,197	596,327	473,067
Chopped	1,001	0	0	57,746	0	58,747	48,591
Total	99,649	7,346	35,247	57,746	455,197	655,185	
Conv. Total	257,856	8,595	24,109	44,753	186,631		521,944

Prior Year	340,192	11,306	92,837	33,500	69,859	0	547,694	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	0	0				0	0	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	0	0				0		
Conv. Total	0	0					0	
Prior Year	0	0					0	
Converted Total								1,887,644

Cumulative Packout - Month Ending October 31, 2002							
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	4,946	0			4,946	4,946
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	959	0	0			959	2,042
Colossal	652	3,908	0			4,560	5,296
Super Colossal	0	651	0			651	651
Grn. Ripe Whole	0	0	0			0	0
Total	1,611	9,505	0			11,116	
Conv. Total	3,430	9,505	0				12,935
Prior Year	0	4,567	445				5,012
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	18,535	0			18,535	18,535
Medium	23,575	614,363	11,810			649,748	671,416
Large	0	1,255,787	8,889			1,264,676	1,260,952
Ex. Large	0	740,484	0			740,484	740,484
Ex. Large Sev "C"	4,945	0	0			4,945	10,528
Jumbo	13,696	68,735	0			82,431	97,894
Colossal	2,931	187,569	0			190,500	193,809
Sup. Colossal	0	18,635	0			18,635	18,635
Grn. Ripe Whole	0	0	0			0	0
Total	45,147	2,904,108	20,699			2,969,954	
Conv. Total	96,118	2,904,108	12,026				3,012,252
Prior Year	217,275	1,792,729	10,409				2,020,413

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	111	0	0	0	0	111	286	
Sliced	303,126	10,967	215,873	0	1,032,685	1,562,651	1,364,439	
Chopped	1,725	0	504	137,141	0	139,370	113,518	
Total	304,962	10,967	216,377	137,141	1,032,685	1,702,132		
Conv. Total	787,449	12,831	148,277	106,284	423,401		1,478,242	
Prior Year	1,224,915	12,203	202,356	98,040	257,882		1,795,396	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	0	16,452				16,452	16,452	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	0	16,452				16,452		
Conv. Total	0	16,452					16,452	
Prior Year	200	316					516	
Converted Total								4,519,881

Inventory - Month Ending October 31, 2002							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	39	5,521	413			5,973	5,844
Medium	503	3,712	100			4,315	4,841
Large	616	8,867	0			9,483	10,178
Ex. Large	321	2,789	0			3,110	3,472
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	12,174	4,872	0			17,046	30,790
Colossal	1,089	6,000	0			7,089	8,318
Super Colossal	62	1,866	0			1,928	1,998
Grn. Ripe Whole	0	176	0			176	176
Total	14,804	33,803	513			49,120	
Conv. Total	31,518	33,803	298				65,619
Prior Year	25,661	27,417	338				53,415
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	5,802	473,606	2,471			481,879	487,394
Medium	132,906	713,893	46,813			893,612	1,024,048
Large	71,048	1,757,988	19,753			1,848,789	1,920,726
Ex. Large	93,549	773,810	1,080			868,439	973,603
Ex. Large Sev "C"	301	893	0			1,194	1,534
Jumbo	72,502	195,698	2,457			270,657	351,482
Colossal	23,874	203,223	0			227,097	254,051

Sup. Colossal	0	20,274	0			20,274	20,274
Grn. Ripe Whole	13	36,824	0			36,837	36,852
Total	399,995	4,176,209	72,574			4,648,778	
Conv. Total	851,589	4,176,209	42,165				5,069,964
Prior Year	546,465	2,458,520	51,678				3,056,664
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	9,279	1,858	0	0	4,777	15,914	28,026
Sliced	633,763	35,686	227,203	0	801,220	1,697,872	2,157,599
Chopped	9,347	1,037	3,697	134,780	0	148,861	147,275
Total	652,389	38,581	230,900	134,780	805,997	1,862,647	
Conv. Total	1,691,670	46,363	159,954	104,455	330,459		2,332,900
Prior Year	1,225,907	53,219	162,375	88,994	233,904		1,764,399
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	20,370	1,037				21,407	44,405
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	20,370	1,037				21,407	
Conv. Total	43,368	1,037					44,405
Prior Year	630	15,236					15,866
Converted Total							7,512,888

Sales - Month Ending October 31, 2002							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	204	0			204	204
Medium	2	80	0			82	84
Large	0	1,191	0			1,191	1,191
Ex. Large	0	311	0			311	311
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	879	136	0			1,015	2,007
Colossal	57	459	0			516	580
Super Colossal	0	34	0			34	34
Grn. Ripe Whole	0	0	0			0	0
Total	938	2,415	0			3,353	
Conv. Total	1,997	2,415	0				4,412
Prior Year	1,952	3,547	23				5,523
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	792	96,658	2,480			99,930	99,785

Medium	19,209	233,012	4,120			256,341	276,302
Large	4,628	379,376	2,601			386,605	390,740
Ex. Large	9,959	74,489	0			84,448	95,692
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,460	77,021	0			85,481	95,032
Colossal	2,117	25,991	0			28,108	30,498
Sup. Colossal	0	5,209	0			5,209	5,209
Grn. Ripe Whole	0	4,003	0			4,003	4,003
Total	45,165	895,759	9,201			950,125	
Conv. Total	96,156	895,759	5,346				997,261
Prior Year	97,461	949,863	9,574				1,056,898
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	2,759	0	0	0	800	3,559	7,432
Sliced	97,725	8,641	72,669	0	216,256	395,291	400,122
Chopped	273	0	800	50,741	0	51,814	41,355
Total	100,757	8,641	73,469	50,741	217,056	450,664	
Conv. Total	259,793	10,110	50,690	39,324	88,993		448,910
Prior Year	278,923	12,150	49,398	37,732	80,049		458,252
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	64	13,566				13,630	13,702
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	64	13,566				13,630	
Conv. Total	136	13,566					13,702
Prior Year	255	9,306					9,561
Converted Total							1,464,285

Cumulative Sales - Month Ending October 31, 2002

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	3	411	0	414	417
Medium	6	227	0	233	240
Large	0	3,395	0	3,395	3,395
Ex. Large	0	594	20	614	606
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	2,327	575	0	2,902	5,529
Colossal	164	1,695	0	1,859	2,044
Super Colossal	0	346	0	346	346
Grn. Ripe Whole	0	0	0	0	0

Total	2,500	7,243	20			9,763	
Conv. Total	5,323	7,243	12				12,577
Prior Year	5,459	11,350	417				17,226
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	2,798	235,338	5,760			243,896	244,642
Medium	56,606	503,003	15,775			575,384	632,682
Large	13,883	818,350	9,134			841,367	853,214
Ex. Large	41,402	200,544	0			241,946	288,689
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	21,268	147,721	0			168,989	193,001
Colossal	5,526	52,535	0			58,061	64,300
Sup. Colossal	0	8,819	0			8,819	8,819
Grn. Ripe Whole	0	8,928	0			8,928	8,928
Total	141,483	1,975,238	30,669			2,147,390	
Conv. Total	301,217	1,975,238	17,819				2,294,274
Prior Year	303,172	1,939,794	22,798				2,265,764
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	8,121	0	0	0	800	8,921	21,240
Sliced	287,596	25,663	215,198	0	562,979	1,091,436	1,148,602
Chopped	1,761	91	4,968	125,201	0	132,021	110,107
Total	297,478	25,754	220,166	125,201	563,779	1,232,378	
Conv. Total	768,223	30,240	153,306	97,031	231,149		1,279,949
Prior Year	947,766	33,334	133,385	101,101	210,364		1,425,950
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	220	31,056				31,276	31,524
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	220	31,056				31,276	
Conv. Total	468	31,056					31,524
Prior Year	622	24,359					24,981
						Converted Total	3,618,324

Consecutive Sales - 12 Months Ending October 31, 2002

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	-11	4,614	0			4,603	4,591
Medium	95	1,483	0			1,578	1,685
Large	0	13,336	0			13,336	13,336

Ex. Large	7	2,708	60			2,775	2,758
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,450	7,381	0			15,831	25,371
Colossal	838	6,533	0			7,371	8,317
Super Colossal	0	1,522	0			1,522	1,522
Grn. Ripe Whole	0	13	0			13	13
Total	9,379	37,590	60			47,029	
Conv. Total	19,968	37,590	35				57,593
Prior Year	24,315	44,215	1,009				69,539
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	12,304	1,155,584	14,423			1,182,311	1,190,159
Medium	224,546	1,933,945	70,053			2,228,544	2,452,704
Large	54,632	3,055,663	35,719			3,146,014	3,192,727
Ex. Large	141,243	792,935	620			934,798	1,094,002
Ex. Large Sev "C"	1,296	12,653	0			13,949	15,412
Jumbo	85,675	585,879	0			671,554	768,281
Colossal	33,475	220,466	0			253,941	291,734
Sup. Colossal	0	46,910	0			46,910	46,910
Grn. Ripe Whole	0	33,404	0			33,404	33,404
Total	553,171	7,837,439	120,815			8,511,425	
Conv. Total	1,177,701	7,837,439	70,194				9,085,334
Prior Year	1,264,992	7,189,626	88,474				8,543,092
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	32,055	0	0	0	6,260	38,315	85,108
Sliced	1,204,539	103,825	775,683	0	2,020,039	4,104,086	4,581,946
Chopped	28,062	227	16,057	474,431	0	518,777	495,557
Total	1,264,656	104,052	791,740	474,431	2,026,299	4,661,178	
Conv. Total	3,291,819	122,009	550,317	367,684	830,783		5,162,612
Prior Year	3,785,537	107,315	515,412	374,006	814,160		5,596,430
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	2,164	102,476				104,640	107,083
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	2,164	102,476				104,640	
Conv. Total	4,607	102,476					107,083
Prior Year	2,282	88,572					90,854
Converted Total							14,412,621

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