

# CALIFORNIA MONTHLY OLIVE REPORT

Released: March 19, 2003

<b>Summary Report - Sales</b>									
<b>Month Ending February 28, 2003</b>									
<b>Converted 24/300 Case Basis</b>									
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
<b>Total</b>	785,047	752,407	4.34	8,203,068	8,511,816	-3.63	14,219,469	14,415,652	-1.36
<b>Markets</b>									
Consumer	495,093	418,378	18.34	5,841,655	5,770,054	1.24	9,923,935	9,521,403	4.23
Food Service	289,955	334,029	-13.19	2,361,413	2,741,762	-13.87	4,295,534	4,894,249	-12.23
<b>Styles</b>									
Whole	1,176	3,169	-62.90	30,786	34,521	-10.82	58,506	61,722	-5.21
Pitted	413,389	362,061	14.18	5,342,527	5,326,636	0.30	9,072,714	8,766,109	3.50
Wedged	4,353	4,892	-11.03	44,326	46,164	-3.98	81,289	80,886	0.50
Sliced	314,494	335,565	-6.28	2,451,427	2,727,531	-10.12	4,416,801	4,863,333	-9.18
Chopped	45,634	38,843	17.49	276,469	317,102	-12.81	491,949	546,303	-9.95
Broken Pitt	6,001	7,878	-23.82	57,533	59,862	-3.89	98,211	97,300	0.94
<b>Key Items</b>									
24/300 Pitt	332,560	278,565	19.38	4,642,851	4,608,668	0.74	7,836,178	7,467,316	4.94
6/10 Pitt	78,526	78,532	-0.01	666,241	670,946	-0.70	1,174,950	1,214,931	-3.29
6/10 Sliced	205,434	238,110	-13.72	1,619,562	1,929,489	-16.06	2,935,974	3,423,326	-14.24
24/300 Whole	585	1,804	-67.57	19,017	22,627	-15.95	38,087	37,102	2.65
6/10 Whole	579	1,365	-57.57	11,746	11,477	2.34	20,372	24,041	-15.26
6/10 Wedged	4,025	4,540	-11.34	43,260	44,663	-3.14	78,911	77,605	1.68
2.25 Sliced	62,197	57,584	8.01	462,258	448,261	3.12	821,181	817,330	0.47
4.5 Chopped	25,292	26,000	-2.72	216,101	224,507	-3.74	363,349	380,553	-4.52

<b>Summary Report - Packout and Inventory</b>									
<b>Month Ending February 28, 2003</b>									
<b>Converted 24/300 Case Basis</b>									
Item	Monthly Packout			Year-to-Date Packout			Inventory		
	02/03	01/02	% change	02/03	01/02	% change	02/03	01/02	% change
<b>Total</b>	1,179,336	1,140,156	3.44	8,436,674	9,397,185	-10.22	6,856,659	5,414,667	26.63

Markets									
Consumer	926,447	842,323	9.99	6,608,580	6,335,984	4.30	4,635,063	3,548,374	30.63
Food Service	252,889	297,833	-15.09	1,828,093	3,061,201	-40.28	2,221,596	1,866,293	19.04
Styles									
Whole	4,952	0	0.00	25,088	13,277	88.96	57,869	44,388	30.37
Pitted	811,050	764,183	6.13	5,595,489	5,775,437	-3.12	4,598,022	3,544,904	29.71
Wedged	8,871	31,222	-71.59	50,927	38,769	31.36	48,472	74,119	-34.60
Sliced	313,799	311,352	0.79	2,499,877	3,243,100	-22.92	1,989,092	1,592,769	24.88
Chopped	38,779	33,400	16.11	231,572	317,418	-27.04	132,328	150,536	-12.10
Broken Pitt	1,885	0	0.00	33,721	9,185	267.13	30,876	7,952	288.26
Key Items									
24/300 Pitt	712,470	722,187	-1.35	5,229,982	5,045,373	3.66	3,830,578	2,870,116	33.46
6/10 Pitt	94,813	36,838	157.38	333,665	699,864	-52.32	721,639	628,817	14.76
6/10 Sliced	143,984	219,712	-34.47	1,428,847	2,251,966	-36.55	1,398,964	1,102,247	26.92
24/300 Whole	4,952	0	0.00	21,658	12,832	68.78	33,578	24,194	38.79
6/10 Whole	0	0	0.00	3,430	0	0.00	24,004	19,857	20.89
6/10 Wedged	8,871	31,039	-71.42	49,476	38,586	28.22	44,916	68,096	-34.04
2.25 Sliced	85,978	46,861	83.47	648,146	543,159	19.33	322,921	253,548	27.36
4.5 Chopped	33,558	23,155	44.92	218,277	240,903	-9.39	94,404	94,951	-0.58
							Approximate Supply in Converted Cases		
							Total Inventory	6,856,659	
							Converted Storage	11,839,791	
							Approximate Supply	18,696,450	

Storage - Month Ending February 28, 2003	
Whole Canning Sizes	
Size	Tons
Small	4,554
Medium	14,632
Large	13,320
Ex. Large	14,390
Ex. Large Sev. "C"	1,228
Jumbo	8,858
Colossal	6,113
Super Colossal	1,559

Orchard Run	0
Total Canning	64,655
Limited	11,731
Total	76,386
Total Converted (*155)	11,839,791

Packout - Month Ending February 28, 2003							
<b>Ripe Whole</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	0	0	0			0	0
Medium	0	2,697	0			2,697	2,697
Large	0	2,116	0			2,116	2,116
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	139	0			139	139
Colossal	0	0	0			0	0
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
<b>Total</b>	<b>0</b>	<b>4,952</b>	<b>0</b>			<b>4,952</b>	
<b>Conv. Total</b>	<b>0</b>	<b>4,952</b>	<b>0</b>				<b>4,952</b>
<b>Prior Year</b>	<b>0</b>	<b>0</b>	<b>0</b>				<b>0</b>
<b>Ripe Pitted</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	0	76,031	0			76,031	76,031
Medium	26,063	152,171	6,484			184,718	211,426
Large	12,588	173,793	0			186,381	200,593
Ex. Large	5,883	262,662	0			268,545	275,187
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	36,559	0			36,559	36,559
Colossal	0	11,254	0			11,254	11,254
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
<b>Total</b>	<b>44,534</b>	<b>712,470</b>	<b>6,484</b>			<b>763,488</b>	
<b>Conv. Total</b>	<b>94,813</b>	<b>712,470</b>	<b>3,767</b>				<b>811,050</b>
<b>Prior Year</b>	<b>36,838</b>	<b>722,187</b>	<b>5,158</b>				<b>764,183</b>
<b>Limited</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>	<b>24 4.5oz</b>	<b>24 2.25oz</b>	<b>Total</b>	<b>Conv. Total</b>
Segmented	3,445	0	0	0	0	3,445	8,871
Sliced	55,916	47,802	40,802	0	209,703	354,223	313,799

Chopped	1,362	0	0	43,300	0	44,662	38,779
Total	60,723	47,802	40,802	43,300	209,703	402,330	
Conv. Total	158,076	55,928	27,909	33,558	85,978		361,449
Prior Year	260,995	11,624	33,337	23,155	46,861	0	375,974
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	0	1,885				1,885	1,885
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	0	1,885				1,885	
Conv. Total	0	1,885					1,885
Prior Year	0	0					0
				<b>Converted Total</b>			<b>1,179,336</b>

### Cumulative Packout - Month Ending February 28, 2003

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	0	0	0	0
Medium	0	2,697	0	2,697	2,697
Large	0	14,263	0	14,263	14,263
Ex. Large	0	0	0	0	0
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	959	139	0	1,098	2,181
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	21,658	0	23,269	
Conv. Total	3,430	21,658	0		25,088
Prior Year	0	12,832	445		13,277
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	2,452	173,180	6,853	182,485	182,382
Medium	83,912	1,272,544	31,155	1,387,611	1,469,294
Large	20,096	2,056,679	16,797	2,093,572	2,109,222
Ex. Large	12,720	1,281,055	0	1,293,775	1,308,136
Ex. Large Sev "C"	9,444	0	0	9,444	20,106
Jumbo	18,735	123,897	0	142,632	163,784
Colossal	9,365	280,554	0	289,919	300,492
Sup. Colossal	0	42,073	0	42,073	42,073
Grn. Ripe Whole	0	0	0	0	0

Total	156,724	5,229,982	54,805			5,441,511	
Conv. Total	333,665	5,229,982	31,842				5,595,489
Prior Year	699,864	5,045,373	30,200				5,775,437
<b>Limited</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>	<b>24 4.5oz</b>	<b>24 2.25oz</b>	<b>Total</b>	<b>Conv. Total</b>
Segmented	19,214	1,240	0	0	0	20,454	50,927
Sliced	554,892	81,657	478,575	0	1,580,843	2,695,967	2,499,877
Chopped	3,306	0	504	281,648	0	285,458	231,572
Total	577,412	82,897	479,079	281,648	1,580,843	3,001,879	
Conv. Total	1,490,998	96,989	327,965	218,277	648,146		2,782,376
Prior Year	2,361,137	79,507	374,581	240,903	543,159		3,599,287
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	0	33,721				33,721	33,721
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	0	33,721				33,721	
Conv. Total	0	33,721					33,721
Prior Year	200	8,985					9,185
						<b>Converted Total</b>	<b>8,436,674</b>

<b>Inventory - Month Ending February 28, 2003</b>							
<b>Ripe Whole</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	21	3,994	0			4,015	4,039
Medium	464	6,046	0			6,510	7,034
Large	512	10,613	413			11,538	11,943
Ex. Large	318	4,455	80			4,853	5,179
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	9,237	3,135	0			12,372	22,801
Colossal	723	3,664	0			4,387	5,203
Super Colossal	0	1,503	0			1,503	1,503
Grn. Ripe Whole	0	168	0			168	168
Total	11,275	33,578	493			45,346	
Conv. Total	24,004	33,578	286				57,869
Prior Year	19,857	24,194	336				44,388
<b>Ripe Pitted</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	6,774	446,991	7,529			461,294	465,787
Medium	134,467	815,924	49,952			1,000,343	1,131,226

Large	66,215	1,486,116	18,188			1,570,519	1,637,655
Ex. Large	57,328	690,632	1,090			749,050	813,317
Ex. Large Sev "C"	1	498	0			499	500
Jumbo	51,891	181,733	2,079			235,703	293,417
Colossal	22,268	163,256	0			185,524	210,665
Sup. Colossal	0	21,715	0			21,715	21,715
Grn. Ripe Whole	13	23,713	0			23,726	23,741
Total	338,957	3,830,578	78,838			4,248,373	
Conv. Total	721,639	3,830,578	45,805				4,598,022
Prior Year	628,817	2,870,116	45,970				3,544,904
<b>Limited</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>	<b>24 4.5oz</b>	<b>24 2.25oz</b>	<b>Total</b>	<b>Conv. Total</b>
Segmented	17,443	1,858	0	0	3,371	22,672	48,472
Sliced	543,287	74,343	263,487	0	787,613	1,668,730	1,989,092
Chopped	8,317	1,238	2,543	121,811	0	133,909	132,328
Total	569,047	77,439	266,030	121,811	790,984	1,825,311	
Conv. Total	1,475,767	92,064	183,353	94,404	324,303		2,169,892
Prior Year	1,217,183	73,937	173,957	94,951	257,397		1,817,424
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	87	30,691				30,778	30,876
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	87	30,691				30,778	
Conv. Total	185	30,691					30,876
Prior Year	436	7,516					7,952
<b>Converted Total</b>							<b>6,856,659</b>

<b>Sales - Month Ending February 28, 2003</b>							
<b>Ripe Whole</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	0	68	0			68	68
Medium	0	68	0			68	68
Large	0	183	0			183	183
Ex. Large	0	-17	20			3	-5
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	248	102	0			350	630
Colossal	24	102	0			126	153
Super Colossal	0	79	0			79	79
Grn. Ripe Whole	0	0	0			0	0

Total	272	585	20			877	
Conv. Total	579	585	12				1,176
Prior Year	1,365	1,804	0				3,169
<b>Ripe Pitted</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	496	34,286	300			35,082	35,516
Medium	14,433	79,272	2,382			96,087	111,384
Large	3,913	142,400	1,281			147,594	151,475
Ex. Large	11,647	46,630	0			58,277	71,426
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	5,037	22,395	0			27,432	33,119
Colossal	1,358	4,304	0			5,662	7,195
Sup. Colossal	0	852	0			852	852
Grn. Ripe Whole	0	2,421	0			2,421	2,421
Total	36,884	332,560	3,963			373,407	
Conv. Total	78,526	332,560	2,303				413,389
Prior Year	78,532	278,565	4,963				362,061
<b>Limited</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>	<b>24 4.5oz</b>	<b>24 2.25oz</b>	<b>Total</b>	<b>Conv. Total</b>
Segmented	1,563	0	0	0	800	2,363	4,353
Sliced	79,780	9,883	51,610	0	151,699	292,972	314,494
Chopped	314	8,144	0	32,635	0	41,093	45,634
Total	81,657	18,027	51,610	32,635	152,499	336,428	
Conv. Total	210,662	30,702	35,301	25,292	62,525		364,482
Prior Year	254,098	9,832	31,433	26,000	57,937		379,300
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	88	5,814				5,902	6,001
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	88	5,814				5,902	
Conv. Total	187	5,814					6,001
Prior Year	34	7,844					7,878
						<b>Converted Total</b>	<b>785,047</b>

### Cumulative Sales - Month Ending February 28, 2003

<b>Ripe Whole</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	18	1,771	0			1,789	1,809
Medium	30	686	0			716	750

Large	55	8,116	0			8,171	8,233
Ex. Large	0	1,445	40			1,485	1,468
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	4,880	2,189	0			7,069	12,579
Colossal	534	4,041	0			4,575	5,178
Super Colossal	0	769	0			769	769
Grn. Ripe Whole	0	0	0			0	0
Total	5,517	19,017	40			24,574	
Conv. Total	11,746	19,017	23				30,786
Prior Year	11,477	22,627	417				34,521
<b>Ripe Pitted</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	5,726	556,940	7,360			570,026	573,407
Medium	121,869	1,132,890	31,057			1,285,816	1,410,393
Large	31,035	1,949,520	19,130			1,999,685	2,026,708
Ex. Large	94,370	515,065	0			609,435	715,979
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	46,944	335,312	0			382,256	435,256
Colossal	12,992	117,364	0			130,356	145,024
Sup. Colossal	0	14,840	0			14,840	14,840
Grn. Ripe Whole	0	20,920	0			20,920	20,920
Total	312,936	4,642,851	57,547			5,013,334	
Conv. Total	666,241	4,642,851	33,435				5,342,527
Prior Year	670,946	4,608,668	47,022				5,326,636
<b>Limited</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>	<b>24 4.5oz</b>	<b>24 2.25oz</b>	<b>Total</b>	<b>Conv. Total</b>
Segmented	16,800	0	0	0	2,600	19,400	44,326
Sliced	628,956	58,135	440,920	0	1,127,458	2,255,469	2,451,427
Chopped	5,081	14,134	6,238	278,840	0	304,293	276,469
Total	650,837	72,269	447,158	278,840	1,130,058	2,579,162	
Conv. Total	1,682,302	101,233	309,262	216,101	463,324		2,772,222
Prior Year	2,058,002	71,716	286,811	224,507	449,762		3,090,798
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	528	56,409				56,937	57,533
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	528	56,409				56,937	
Conv. Total	1,124	56,409					57,533
Prior Year	1,337	58,525					59,862
<b>Converted Total</b>							<b>8,203,068</b>

Consecutive Sales - 12 Months Ending February 28, 2003							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	20	4,205	0			4,225	4,248
Medium	103	1,125	0			1,228	1,344
Large	55	13,997	0			14,052	14,114
Ex. Large	1	2,619	80			2,700	2,668
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,531	7,632	0			16,163	25,794
Colossal	859	7,130	0			7,989	8,959
Super Colossal	0	1,376	0			1,376	1,376
Grn. Ripe Whole	0	3	0			3	3
Total	9,569	38,087	80			47,736	
Conv. Total	20,372	38,087	46				58,506
Prior Year	24,041	37,102	579				61,722
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	10,677	1,035,063	13,478			1,059,218	1,065,625
Medium	218,831	1,902,569	59,781			2,181,181	2,403,193
Large	54,009	3,141,613	32,740			3,228,362	3,275,620
Ex. Large	152,895	889,274	0			1,042,169	1,214,787
Ex. Large Sev "C"	0	12,653	0			12,653	12,653
Jumbo	82,987	567,897	0			650,884	744,576
Colossal	32,480	210,452	0			242,932	279,602
Sup. Colossal	0	42,593	0			42,593	42,593
Grn. Ripe Whole	0	34,064	0			34,064	34,064
Total	551,879	7,836,178	105,999			8,494,056	
Conv. Total	1,174,950	7,836,178	61,585				9,072,714
Prior Year	1,214,931	7,467,316	83,862				8,766,109
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	30,645	0	0	0	5,800	36,445	81,289
Sliced	1,140,184	103,546	787,277	0	2,002,880	4,033,887	4,416,801
Chopped	21,069	14,243	11,667	468,837	0	515,816	491,949
Total	1,191,898	117,789	798,944	468,837	2,008,680	4,586,148	
Conv. Total	3,095,663	154,620	552,848	363,349	823,559		4,990,038
Prior Year	3,653,072	113,351	523,731	380,553	819,814		5,490,521
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	2,136	93,663				95,799	98,211

Bkn. Pitt Grn. Ripe	0	0			0	0
Total	2,136	93,663			95,799	
Conv. Total	4,548	93,663				98,211
Prior Year	2,206	95,094				97,300
				Converted Total		14,219,469

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