

# CALIFORNIA MONTHLY OLIVE REPORT

Released: August 27, 2003

<b>Summary Report - Sales</b>									
<b>Month Ending July 31, 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>	1,424,984	1,308,788	8.88	14,289,100	14,528,217	-1.65	14,289,100	14,528,217	-1.65
<b>Markets</b>									
Consumer	937,096	854,817	9.63	10,052,278	9,852,334	2.03	10,052,278	9,852,334	2.03
Food Service	487,888	453,970	7.47	4,236,821	4,675,883	-9.39	4,236,821	4,675,883	-9.39
<b>Styles</b>									
Whole	2,816	9,066	-68.94	48,517	62,241	-22.05	48,517	62,241	-22.05
Pitted	863,501	799,892	7.95	9,126,777	9,056,823	0.77	9,126,777	9,056,823	0.77
Wedged	5,565	5,908	-5.80	78,353	83,127	-5.74	78,353	83,127	-5.74
Sliced	498,341	434,909	14.59	4,471,960	4,692,905	-4.71	4,471,960	4,692,905	-4.71
Chopped	40,527	47,459	-14.61	453,949	532,582	-14.76	453,949	532,582	-14.76
Broken Pitt	14,234	11,555	23.19	109,543	100,539	8.96	109,543	100,539	8.96
<b>Key Items</b>									
24/300 Pitt	753,619	674,254	11.77	7,929,833	7,801,995	1.64	7,929,833	7,801,995	1.64
6/10 Pitt	105,211	121,059	-13.09	1,141,253	1,179,655	-3.26	1,141,253	1,179,655	-3.26
6/10 Sliced	367,463	310,661	18.28	2,952,531	3,245,901	-9.04	2,952,531	3,245,901	-9.04
24/300 Whole	1,298	8,031	-83.84	28,570	41,697	-31.48	28,570	41,697	-31.48
6/10 Whole	1,518	1,035	46.71	19,904	20,104	-1.00	19,904	20,104	-1.00
6/10 Wedged	5,093	5,498	-7.35	75,914	80,314	-5.48	75,914	80,314	-5.48
2.25 Sliced	77,153	69,673	10.74	844,829	807,184	4.66	844,829	807,184	4.66
4.5 Chopped	32,786	33,333	-1.64	366,572	371,754	-1.39	366,572	371,754	-1.39

<b>Summary Report - Packout and Inventory</b>									
<b>Month Ending July 31, 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>	1,517,740	1,089,654	39.29	15,085,013	16,743,669	-9.91	6,884,123	6,733,366	2.24
<b>Markets</b>									

Consumer	1,014,729	625,611	62.20	10,374,365	10,803,684	-3.97	4,616,468	3,886,424	18.78
Food Service	503,011	464,043	8.40	4,710,648	5,939,985	-20.70	2,267,655	2,846,941	-20.35
<b>Styles</b>									
Whole	2,102	2,273	-7.52	44,619	61,209	-27.10	58,602	65,327	-10.29
Pitted	885,113	484,819	82.57	9,916,957	10,438,530	-5.00	4,579,889	4,441,770	3.11
Wedged	133	0	0.00	95,795	52,203	83.51	43,505	47,636	-8.67
Sliced	557,071	577,575	-3.55	4,387,693	5,608,419	-21.77	1,856,083	1,982,641	-6.38
Chopped	51,256	20,841	145.94	537,659	542,189	-0.84	280,768	150,720	86.28
Broken Pitt	22,065	4,147	432.07	102,289	41,119	148.76	65,276	45,272	44.19
<b>Key Items</b>									
24/300 Pitt	835,750	463,520	80.31	8,024,943	8,734,367	-8.12	3,754,275	3,328,613	12.79
6/10 Pitt	49,363	21,299	131.77	1,833,205	1,642,168	11.63	775,399	1,063,861	-27.11
6/10 Sliced	444,252	435,206	2.08	2,750,906	4,093,421	-32.80	1,393,142	1,626,615	-14.35
24/300 Whole	2,102	2,273	-7.52	36,992	38,761	-4.56	39,054	32,004	22.03
6/10 Whole	0	0	0.00	7,524	22,003	-65.81	19,178	33,010	-41.90
6/10 Wedged	106	0	0.00	93,908	52,020	80.52	41,298	43,188	-4.38
2.25 Sliced	53,256	47,924	11.12	963,102	790,592	21.82	253,075	140,047	80.71
4.5 Chopped	42,219	16,274	159.42	513,537	409,521	25.40	232,220	104,661	121.88
							Approximate Supply in Converted Cases		
							Total Inventory	6,884,123	
							Converted Storage	5,644,860	
							Approximate Supply	12,528,983	

<b>Storage - Month Ending July 31, 2003</b>	
Whole Canning Sizes	
Size	Tons
Small	489
Medium	7,153
Large	3,752
Ex. Large	8,505
Ex.Large Sev. "C"	893
Jumbo	5,043
Colossal	4,767
Super Colossal	1,413
Orchard Run	0

Total Canning	32,014
Limited	4,405
Total	36,418
Total Converted (*155)	5,644,860

Packout - Month Ending July 31, 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	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	2,044	0			2,044	2,044
Super Colossal	0	58	0			58	58
Grn. Ripe Whole	0	0	0			0	0
<b>Total</b>	<b>0</b>	<b>2,102</b>	<b>0</b>			<b>2,102</b>	
<b>Conv. Total</b>	<b>0</b>	<b>2,102</b>	<b>0</b>				<b>2,102</b>
<b>Prior Year</b>	<b>0</b>	<b>2,273</b>	<b>0</b>				<b>2,273</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	1,723	49,596	0			51,319	53,264
Medium	1,565	118,502	0			120,067	121,834
Large	873	328,710	0			329,583	330,569
Ex. Large	3	168,929	0			168,932	168,935
Ex. Large Sev "C"	8,125	26,361	0			34,486	43,659
Jumbo	10,897	75,988	0			86,885	99,188
Colossal	0	64,918	0			64,918	64,918
Sup. Colossal	0	2,746	0			2,746	2,746
Grn. Ripe Whole	0	0	0			0	0
<b>Total</b>	<b>23,186</b>	<b>835,750</b>	<b>0</b>			<b>858,936</b>	
<b>Conv. Total</b>	<b>49,363</b>	<b>835,750</b>	<b>0</b>				<b>885,113</b>
<b>Prior Year</b>	<b>21,299</b>	<b>463,520</b>	<b>0</b>				<b>484,819</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	41	0	0	0	67	108	133
Sliced	172,525	0	87,081	0	129,892	389,498	557,071
Chopped	2,357	0	0	54,476	0	56,833	51,256
<b>Total</b>	<b>174,923</b>	<b>0</b>	<b>87,081</b>	<b>54,476</b>	<b>129,959</b>	<b>446,439</b>	

Conv. Total	453,394	0	59,563	42,219	53,283		608,460	
Prior Year	439,772	8,092	86,353	16,274	47,924	0	598,416	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	119	21,812				21,931	22,065	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	119	21,812				21,931		
Conv. Total	253	21,812					22,065	
Prior Year	2,972	1,175					4,147	
Converted Total								1,517,740

Cumulative Packout - Month Ending July 31, 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	20,105	0			20,105	20,105
Ex. Large	0	0	178			178	103
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	2,220	1,724	0			3,944	6,450
Colossal	1,314	11,757	0			13,071	14,555
Super Colossal	0	709	0			709	709
Grn. Ripe Whole	0	0	0			0	0
Total	3,534	36,992	178			40,704	
Conv. Total	7,524	36,992	103				44,619
Prior Year	22,003	38,761	445				61,209
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	59,031	407,504	9,984			476,519	538,982
Medium	165,935	1,816,274	59,926			2,042,135	2,204,367
Large	177,733	2,874,384	31,310			3,083,427	3,270,969
Ex. Large	327,386	1,972,935	0			2,300,321	2,669,940
Ex. Large Sev "C"	45,448	26,361	0			71,809	123,120
Jumbo	66,390	445,215	0			511,605	586,559
Colossal	19,141	427,982	0			447,123	468,733
Sup. Colossal	0	54,288	0			54,288	54,288
Grn. Ripe Whole	0	0	0			0	0
Total	861,064	8,024,943	101,220			8,987,227	
Conv. Total	1,833,205	8,024,943	58,809				9,916,957
Prior Year	1,642,168	8,734,367	61,995				10,438,530

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	36,469	1,590	0	0	67	38,126	95,795
Sliced	1,068,313	126,142	769,151	0	2,349,029	4,312,635	4,387,693
Chopped	6,130	0	504	662,628	0	669,262	537,659
Total	1,110,912	127,732	769,655	662,628	2,349,096	5,020,023	
Conv. Total	2,868,316	149,446	526,719	513,537	963,129		5,021,148
Prior Year	4,272,178	124,418	606,103	409,521	790,592		6,202,812
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	753	100,686				101,439	102,289
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	753	100,686				101,439	
Conv. Total	1,603	100,686					102,289
Prior Year	3,636	37,483					41,119
<b>Converted Total</b>							<b>15,085,013</b>

Inventory - Month Ending July 31, 2003							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	21	2,288	0			2,309	2,333
Medium	464	5,752	0			6,216	6,740
Large	512	13,035	413			13,960	14,365
Ex. Large	308	4,228	224			4,760	5,014
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,923	3,083	0			10,006	17,822
Colossal	780	9,386	0			10,166	11,047
Super Colossal	0	1,114	0			1,114	1,114
Grn. Ripe Whole	0	168	0			168	168
Total	9,008	39,054	637			48,699	
Conv. Total	19,178	39,054	370				58,602
Prior Year	33,010	32,004	313				65,327
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	8,110	463,406	6,051			477,567	484,188
Medium	91,792	605,433	55,472			752,697	833,087
Large	56,526	1,358,477	21,737			1,436,740	1,491,450
Ex. Large	99,840	824,297	1,090			925,227	1,037,490
Ex. Large Sev "C"	24,613	498	0			25,111	52,899
Jumbo	61,598	258,447	2,079			322,124	390,797

Colossal	21,579	210,934	0			232,513	256,876
Sup. Colossal	137	20,911	0			21,048	21,203
Grn. Ripe Whole	13	11,872	0			11,885	11,900
Total	364,208	3,754,275	86,429			4,204,912	
Conv. Total	775,399	3,754,275	50,215				4,579,889
Prior Year	1,063,861	3,328,613	49,296				4,441,770
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	16,038	1,858	0	0	81	17,977	43,505
Sliced	541,026	65,654	194,520	0	617,255	1,418,455	1,856,083
Chopped	9,493	3,531	3,133	299,639	0	315,796	280,768
Total	566,557	71,043	197,653	299,639	617,336	1,752,228	
Conv. Total	1,470,836	87,287	136,905	232,220	253,108		2,180,356
Prior Year	1,707,824	63,972	162,218	104,661	142,321		2,180,997
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	1,053	63,034				64,087	65,276
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	1,053	63,034				64,087	
Conv. Total	2,242	63,034					65,276
Prior Year	42,246	3,026					45,272
Converted Total							6,884,123

Sales - Month Ending July 31, 2003							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	204	0			204	204
Medium	0	59	0			59	59
Large	0	275	0			275	275
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	653	383	0			1,036	1,773
Colossal	60	292	0			352	420
Super Colossal	0	85	0			85	85
Grn. Ripe Whole	0	0	0			0	0
Total	713	1,298	0			2,011	
Conv. Total	1,518	1,298	0				2,816
Prior Year	1,035	8,031	0				9,066
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total

Small	905	107,930	1,440			110,275	110,693	
Medium	19,659	147,525	4,835			172,019	192,188	
Large	4,108	244,519	1,764			250,391	254,290	
Ex. Large	13,017	95,513	0			108,530	123,226	
Ex. Large Sev "C"	182	26,123	0			26,305	26,510	
Jumbo	9,807	84,678	0			94,485	105,557	
Colossal	1,740	43,086	0			44,826	46,790	
Sup. Colossal	0	2,633	0			2,633	2,633	
Grn. Ripe Whole	0	1,612	0			1,612	1,612	
Total	49,418	753,619	8,039			811,076		
Conv. Total	105,211	753,619	4,671				863,501	
Prior Year	121,059	674,254	4,579				799,892	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	1,978	0	0	0	1,151	3,129	5,565	
Sliced	142,704	8,500	64,005	0	188,179	403,388	498,341	
Chopped	2,019	0	0	42,305	0	44,324	40,527	
Total	146,701	8,500	64,005	42,305	189,330	450,841		
Conv. Total	380,297	9,945	43,779	32,786	77,625		544,433	
Prior Year	329,079	10,627	45,154	33,333	70,083		488,276	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	405	13,372				13,777	14,234	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	405	13,372				13,777		
Conv. Total	862	13,372					14,234	
Prior Year	2,798	8,757					11,555	
Converted Total								1,424,984

Cumulative Sales - Month Ending July 31, 2003							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	18	3,471	0			3,489	3,509
Medium	30	977	0			1,007	1,041
Large	55	11,481	0			11,536	11,598
Ex. Large	10	1,646	74			1,730	1,710
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,406	3,541	0			11,947	21,437
Colossal	830	6,221	0			7,051	7,988
Super Colossal	0	1,233	0			1,233	1,233

Grn. Ripe Whole	0	0	0			0	0	
Total	9,349	28,570	74			37,993		
Conv. Total	19,904	28,570	43				48,517	
Prior Year	20,104	41,697	440				62,241	
<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	10,069	958,897	10,920			979,886	986,678	
Medium	212,792	1,945,489	54,571			2,212,852	2,430,229	
Large	51,879	3,233,754	30,364			3,315,997	3,361,846	
Ex. Large	152,235	904,173	0			1,056,408	1,228,281	
Ex. Large Sev "C"	182	26,123	0			26,305	26,510	
Jumbo	86,348	590,008	0			676,356	773,843	
Colossal	22,546	213,066	0			235,612	261,066	
Sup. Colossal	0	25,830	0			25,830	25,830	
Grn. Ripe Whole	0	32,493	0			32,493	32,493	
Total	536,051	7,929,833	95,855			8,561,739		
Conv. Total	1,141,253	7,929,833	55,692				9,126,777	
Prior Year	1,179,655	7,801,995	75,173				9,056,823	
<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	29,481	0	0	0	5,951	35,432	78,353	
Sliced	1,146,614	110,931	796,507	0	2,060,558	4,114,610	4,471,960	
Chopped	11,667	14,474	7,018	472,996	0	506,155	453,949	
Total	1,187,762	125,405	803,525	472,996	2,066,509	4,656,197		
Conv. Total	3,073,176	163,803	553,443	366,572	847,269		5,004,263	
Prior Year	3,471,363	125,103	530,397	371,754	809,997		5,308,614	
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>	
Bkn. Pitt	1,169	107,054				108,223	109,543	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	1,169	107,054				108,223		
Conv. Total	2,489	107,054					109,543	
Prior Year	4,760	95,779					100,539	
<b>Converted Total</b>								<b>14,289,100</b>

**Consecutive Sales - 12 Months Ending July 31, 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	3,471	0		3,489	3,509
Medium	30	977	0		1,007	1,041

Large	55	11,481	0			11,536	11,598	
Ex. Large	10	1,646	74			1,730	1,710	
Ex. Large Sev "C"	0	0	0			0	0	
Jumbo	8,406	3,541	0			11,947	21,437	
Colossal	830	6,221	0			7,051	7,988	
Super Colossal	0	1,233	0			1,233	1,233	
Grn. Ripe Whole	0	0	0			0	0	
Total	9,349	28,570	74			37,993		
Conv. Total	19,904	28,570	43				48,517	
Prior Year	20,104	41,697	440				62,241	
<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	10,069	958,897	10,920			979,886	986,678	
Medium	212,792	1,945,489	54,571			2,212,852	2,430,229	
Large	51,879	3,233,754	30,364			3,315,997	3,361,846	
Ex. Large	152,235	904,173	0			1,056,408	1,228,281	
Ex. Large Sev "C"	182	26,123	0			26,305	26,510	
Jumbo	86,348	590,008	0			676,356	773,843	
Colossal	22,546	213,066	0			235,612	261,066	
Sup. Colossal	0	25,830	0			25,830	25,830	
Grn. Ripe Whole	0	32,493	0			32,493	32,493	
Total	536,051	7,929,833	95,855			8,561,739		
Conv. Total	1,141,253	7,929,833	55,692				9,126,777	
Prior Year	1,179,655	7,801,995	75,173				9,056,823	
<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	29,481	0	0	0	5,951	35,432	78,353	
Sliced	1,146,614	110,931	796,507	0	2,060,558	4,114,610	4,471,960	
Chopped	11,667	14,474	7,018	472,996	0	506,155	453,949	
Total	1,187,762	125,405	803,525	472,996	2,066,509	4,656,197		
Conv. Total	3,073,176	163,803	553,443	366,572	847,269		5,004,263	
Prior Year	3,471,363	125,103	530,397	371,754	809,997		5,308,614	
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>	
Bkn. Pitt	1,169	107,054				108,223	109,543	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	1,169	107,054				108,223		
Conv. Total	2,489	107,054					109,543	
Prior Year	4,760	95,779					100,539	
<b>Converted Total</b>								<b>14,289,100</b>

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