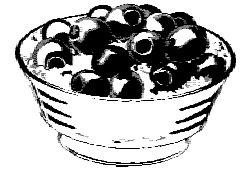


California Monthly Olive Report



Released: January 25, 2005
Revised:



CALIFORNIA AGRICULTURAL
STATISTICS SERVICE

Summary Report - Sales Month Ending December 31, 2004 Converted 24/300 Case Basis

Item	Monthly Sales			Year-to-Date Sales			Consecutive 12-Month Sales		
	04/05	03/04	Percent Change	04/05	03/04	Percent change	04/05	03/04	Percent change
Total	1,521,136	1,560,197	-2.50	7,458,540	6,901,304	8.07	15,369,729	14,581,351	5.41
Markets									
Consumer	1,126,654	1,086,504	3.70	5,435,736	4,954,901	9.70	10,738,294	10,157,520	5.72
Food Service	394,482	473,693	-16.72	2,022,804	1,946,403	3.93	4,631,435	4,423,831	4.69
Styles									
Whole	4,838	7,893	-38.71	20,324	23,776	-14.52	40,849	47,887	-14.70
Pitted	1,039,584	1,045,254	-0.54	4,966,709	4,601,453	7.94	9,692,416	9,241,802	4.88
Wedged	14,493	8,786	64.96	81,525	36,630	122.56	132,465	81,844	61.85
Sliced	418,834	450,185	-6.96	2,174,046	2,010,110	8.16	5,032,711	4,650,106	8.23
Chopped	39,579	33,628	17.70	195,198	180,591	8.09	439,221	447,271	-1.80
Broken Pitted	3,808	14,452	-73.65	20,738	48,745	-57.46	32,067	112,441	-71.48
Key Items									
24/300 Pitted	941,099	911,903	3.20	4,490,845	4,056,093	10.72	8,571,015	8,033,897	6.69
6/10 Pitted	93,693	126,778	-26.10	453,072	517,060	-12.38	1,071,213	1,153,071	-7.10
6/10 Sliced	284,249	333,398	-14.74	1,461,562	1,371,852	6.54	3,360,586	3,126,297	7.49
24/300 Whole	3,222	4,753	-32.21	12,736	14,926	-14.67	23,847	28,075	-15.06
6/10 Whole	1,616	3,140	-48.54	7,588	8,810	-13.87	17,002	19,740	-13.87
6/10 Wedged	14,247	8,786	62.16	80,541	35,646	125.95	129,595	79,076	63.89
2.25 Sliced	74,892	61,501	21.77	396,134	373,549	6.05	949,396	867,042	9.50
4.5 Chopped	38,256	32,039	19.40	170,218	162,497	4.75	376,932	364,676	3.36

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Summary Report - Packout and Inventory
Month Ending December 31, 2004
Converted 24/300 Case Basis

Item	Monthly Packout			Year-to-Date Packout			Inventory		
	04/05	03/04	Percent change	04/05	03/04	Percent change	04/05	03/04	Percent change
Total	564,447	835,543	-32.45	5,789,993	6,658,872	-13.05	5,506,858	6,625,300	-16.88
Markets									
Consumer	416,191	614,555	-32.28	3,992,684	4,788,708	-16.62	3,485,976	4,454,590	-21.74
Food Service	148,256	220,988	-32.91	1,797,309	1,870,164	-3.90	2,020,882	2,170,710	-6.90
Styles									
Whole	1,666	0	0.00	11,091	5,958	86.14	41,913	38,635	8.49
Pitted	339,489	553,105	-38.62	3,883,660	4,093,753	-5.13	3,469,260	4,067,889	-14.72
Wedged	0	4,058	-100.00	24,960	46,753	-46.61	39,553	45,335	-12.75
Sliced	198,152	255,736	-22.52	1,682,370	2,299,778	-26.85	1,609,264	2,111,449	-23.78
Chopped	25,140	20,344	23.57	164,540	164,731	-0.12	244,941	266,425	-8.06
Broken Pitted	0	2,300	-100.00	23,372	47,898	-51.20	101,927	95,567	6.66
Key Items									
24/300 Pitted	323,370	518,157	-37.59	3,112,239	3,869,932	-19.58	2,672,341	3,546,997	-24.66
6/10 Pitted	16,119	34,948	-53.88	756,521	215,206	251.53	766,619	490,111	56.42
6/10 Sliced	131,183	179,758	-27.02	1,004,088	1,599,997	-37.24	1,162,746	1,590,778	-26.91
24/300 Whole	712	0	0.00	7,827	2,407	225.18	23,350	26,141	-10.68
6/10 Whole	954	0	0.00	3,264	3,551	-8.09	18,235	12,165	49.90
6/10 Wedged	0	4,058	-100.00	24,120	44,267	-45.51	38,883	43,803	-11.23
2.25 Sliced	45,652	45,525	0.28	438,361	386,210	13.50	240,663	267,495	-10.03
4.5 Chopped	22,496	18,220	23.47	145,189	152,017	-4.49	204,392	216,877	-5.76

Approximate Supply in Converted Cases

Total Inventory	5,506,858
Converted Storage	13,713,913
Approximate Supply	19,220,771

Storage - Month Ending December 31, 2004

Whole Canning Sizes

<u>Size</u>	<u>Tons</u>
Small	8,012
Medium	18,003
Large	12,210
Ex. Large	17,462
Ex. Large Sev. "C"	2,184
Jumbo	6,028
Colossal	4,026
Super Colossal	1,412
Orchard Run	0
Total Canning	69,338
Limited	19,139
Total	88,477
Total Converted (*155)	13,713,913

Packout - Month Ending December 31, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
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	448	712	0			1,160	1,666
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	448	712	0			1,160	
Conv. Total	954	712	0				1,666
Prior Year	0	0	0				0
RIPE PITTED							
Small	0	24,804	0			24,804	24,804
Medium	5,884	76,712	0			82,596	89,239
Large	0	74,609	0			74,609	74,609
Ex. Large	1,687	147,245	0			148,932	150,837
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	0	0			0	0
Colossal	0	0	0			0	0
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	7,571	323,370	0			330,941	
Conv. Total	16,119	323,370	0				339,489
Prior Year	34,948	518,157	0				553,105
LIMITED							
Segmented	0	0	0	0	0	0	0
Sliced	50,945	0	31,164	0	111,347	193,456	198,152
Chopped	0	0	2,150	29,027	0	31,177	25,140
Total	50,945	0	33,314	29,027	111,347	224,633	
Conv. Total	131,183	0	23,961	22,496	45,652		223,292
Prior Year	185,940	12,845	17,608	18,220	45,525	0	280,138
BROKEN PITTED							
Bkn. Pitted	0	0				0	0
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	0	0				0	
Conv. Total	0	0					0
Prior Year	100	2,200					2,300

Converted Total

564,447

Cumulative Packout - Month Ending December 31, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
Small	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	5,788	0			5,788	5,788
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,085	690	0			1,775	3,000
Colossal	448	712	0			1,160	1,666
Super Colossal	0	637	0			637	637
Grn. Ripe Whole	0	0	0			0	0
Total	1,533	7,827	0			9,360	
Conv. Total	3,264	7,827	0				11,091
Prior Year	3,551	2,407	0				5,958
RIPE PITTED							
Small	1,724	29,421	5,913			37,058	36,527
Medium	124,143	1,004,695	6,069			1,134,907	1,272,522
Large	116,902	1,051,147	13,664			1,181,713	1,307,970
Ex. Large	68,876	792,338	0			861,214	938,975
Ex. Large Sev "C"	9,435	0	0			9,435	20,087
Jumbo	32,947	56,909	0			89,856	127,053
Colossal	1,314	142,148	0			143,462	144,946
Sup. Colossal	0	18,882	0			18,882	18,882
Grn. Ripe Whole	0	16,699	0			16,699	16,699
Total	355,341	3,112,239	25,646			3,493,226	
Conv. Total	756,521	3,112,239	14,900				3,883,660
Prior Year	215,206	3,869,932	8,616				4,093,754
LIMITED							
Segmented	9,367	0	0	0	2,048	11,415	24,960
Sliced	389,937	33,140	294,075	0	1,069,174	1,786,326	1,682,370
Chopped	2,430	743	6,738	187,341	0	197,252	164,540
Total	401,734	33,883	300,813	187,341	1,071,222	1,994,993	
Conv. Total	1,037,524	40,520	209,435	145,189	439,201		1,871,870
Prior Year	1,650,613	37,139	282,797	152,017	388,696		2,511,262
BROKEN PITTED							
Bkn. Pitted	0	23,372				23,372	23,372
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	0	23,372				23,372	
Conv. Total	0	23,372					23,372
Prior Year	794	47,104					47,898

Converted Total

5,789,993

Inventory - Month Ending December 31, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
Small	5	1,133	0			1,138	1,144
Medium	0	2,140	0			2,140	2,140
Large	0	6,496	411			6,907	6,735
Ex. Large	0	1,578	154			1,732	1,667
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	4,131	2,153	0			6,284	10,948
Colossal	4,429	8,651	0			13,080	18,080
Super Colossal	0	928	0			928	928
Grn. Ripe Whole	0	271	0			271	271
Total	8,565	23,350	565			32,480	
Conv. Total	18,235	23,350	328				41,913
Prior Year	12,165	26,141	329				38,635
RIPE PITTED							
Small	3,117	218,956	6,260			228,333	229,229
Medium	85,647	540,240	29,388			655,275	739,657
Large	110,972	991,394	15,924			1,118,290	1,236,905
Ex. Large	94,170	453,186	579			547,935	654,010
Ex. Large Sev "C"	28,632	811	0			29,443	61,769
Jumbo	31,822	242,741	0			274,563	310,490
Colossal	5,709	169,702	0			175,411	181,856
Sup. Colossal	2	23,157	0			23,159	23,161
Grn. Ripe Whole	13	32,154	0			32,167	32,182
Total	360,084	2,672,341	52,151			3,084,576	
Conv. Total	766,619	2,672,341	30,300				3,469,260
Prior Year	490,111	3,546,997	30,781				4,067,889
LIMITED							
Segmented	15,100	0	0	0	1,636	16,736	39,553
Sliced	451,552	43,908	225,851	0	586,983	1,308,294	1,609,264
Chopped	8,725	485	4,843	263,732	0	277,785	244,941
Total	475,377	44,393	230,694	263,732	588,619	1,602,815	
Conv. Total	1,235,081	52,512	160,439	204,392	241,334		1,893,758
Prior Year	1,666,580	76,864	193,861	216,877	269,027		2,423,209
BROKEN PITTED							
Bkn. Pitted	445	100,980				101,425	101,927
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	445	100,980				101,425	
Conv. Total	947	100,980					101,927
Prior Year	1,854	93,713					95,567

Converted Total

5,506,858

Sales - Month Ending December 31, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
Small	0	408	0			408	408
Medium	0	9	0			9	9
Large	0	1,189	0			1,189	1,189
Ex. Large	0	272	0			272	272
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	678	834	0			1,512	2,277
Colossal	81	306	0			387	478
Super Colossal	0	204	0			204	204
Grn. Ripe Whole	0	0	0			0	0
Total	759	3,222	0			3,981	
Conv. Total	1,616	3,222	0				4,838
Prior Year	3,140	4,753	0				7,893
RIPE PITTED							
Small	850	93,084	970			94,904	95,457
Medium	18,339	246,495	4,717			269,551	288,279
Large	3,698	372,292	2,561			378,551	381,653
Ex. Large	11,676	104,859	0			116,535	129,717
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	7,176	73,175	0			80,351	88,453
Colossal	2,269	43,702	0			45,971	48,533
Sup. Colossal	0	3,192	0			3,192	3,192
Grn. Ripe Whole	0	4,300	0			4,300	4,300
Total	44,008	941,099	8,248			993,355	
Conv. Total	93,693	941,099	4,792				1,039,584
Prior Year	126,778	911,903	6,573				1,045,254
LIMITED							
Segmented	5,533	0	0	0	600	6,133	14,493
Sliced	110,388	7,797	73,933	0	182,664	374,782	418,834
Chopped	172	272	20	49,362	0	49,826	39,579
Total	116,093	8,069	73,953	49,362	183,264	430,741	
Conv. Total	299,156	9,762	50,595	38,256	75,138		472,906
Prior Year	343,698	10,271	45,088	32,039	61,501		492,598
BROKEN PITTED							
Bkn. Pitted	8	3,791				3,799	3,808
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	8	3,791				3,799	
Conv. Total	17	3,791					3,808
Prior Year	77	14,375					14,452

Converted Total

1,521,136

Cumulative Sales - Month Ending December 31, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
Small	0	1,224	0			1,224	1,224
Medium	0	156	0			156	156
Large	0	5,885	0			5,885	5,885
Ex. Large	0	673	0			673	673
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,228	1,935	0			5,163	8,807
Colossal	336	2,004	0			2,340	2,719
Super Colossal	0	859	0			859	859
Grn. Ripe Whole	0	0	0			0	0
Total	3,564	12,736	0			16,300	
Conv. Total	7,588	12,736	0				20,324
Prior Year	8,810	14,926	41				23,777
RIPE PITTED							
Small	3,986	462,363	5,294			471,643	473,925
Medium	92,161	1,237,093	19,952			1,349,206	1,444,896
Large	19,850	1,802,759	13,983			1,836,592	1,853,144
Ex. Large	52,992	469,431	0			522,423	582,251
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	34,900	336,753	0			371,653	411,055
Colossal	8,921	149,874	0			158,795	168,867
Sup. Colossal	0	16,378	0			16,378	16,378
Grn. Ripe Whole	0	16,194	0			16,194	16,194
Total	212,810	4,490,845	39,229			4,742,884	
Conv. Total	453,072	4,490,845	22,792				4,966,709
Prior Year	517,060	4,056,093	28,301				4,601,454
LIMITED							
Segmented	31,278	0	0	0	2,400	33,678	81,525
Sliced	567,597	40,451	393,308	0	966,180	1,967,536	2,174,046
Chopped	5,145	408	3,492	219,636	0	228,681	195,198
Total	604,020	40,859	396,800	219,636	968,580	2,229,895	
Conv. Total	1,561,829	48,286	273,318	170,218	397,118		2,450,769
Prior Year	1,419,912	48,947	221,440	162,497	374,533		2,227,329
BROKEN PITTED							
Bkn. Pitted	148	20,423				20,571	20,738
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	148	20,423				20,571	
Conv. Total	315	20,423					20,738
Prior Year	622	48,123					48,745

Converted Total

7,458,540

Consecutive Sales - 12 Months Ending December 31, 2004

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
RIPE WHOLE							
Small	1	2,893	0			2,894	2,895
Medium	0	754	0			754	754
Large	0	9,551	0			9,551	9,551
Ex. Large	0	1,083	0			1,083	1,083
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	7,197	4,322	0			11,519	19,644
Colossal	788	3,687	0			4,475	5,365
Super Colossal	0	1,552	0			1,552	1,552
Grn. Ripe Whole	0	5	0			5	5
Total	7,986	23,847	0			31,833	
Conv. Total	17,002	23,847	0				40,849
Prior Year	19,740	28,075	72				47,887
RIPE PITTED							
Small	9,274	902,303	8,774			920,351	927,145
Medium	216,493	2,316,315	46,760			2,579,568	2,804,396
Large	48,642	3,427,164	30,849			3,506,655	3,548,646
Ex. Large	121,566	947,543	0			1,069,109	1,206,357
Ex. Large Sev "C"	0	601	0			601	601
Jumbo	85,724	644,628	0			730,352	827,134
Colossal	21,358	260,023	0			281,381	305,494
Sup. Colossal	96	35,835	0			35,931	36,039
Grn. Ripe Whole	0	36,603	0			36,603	36,603
Total	503,153	8,571,015	86,383			9,160,551	
Conv. Total	1,071,213	8,571,015	50,189				9,692,416
Prior Year	1,153,071	8,033,897	54,835				9,241,803
LIMITED							
Segmented	50,328	0	0	0	7,000	57,328	132,465
Sliced	1,305,082	105,806	875,637	0	2,315,600	4,602,125	5,032,711
Chopped	13,453	1,674	5,509	486,364	0	507,000	439,221
Total	1,368,863	107,480	881,146	486,364	2,322,600	5,166,453	
Conv. Total	3,541,760	127,727	605,712	376,932	952,266		5,604,396
Prior Year	3,248,812	162,216	533,706	364,676	869,810		5,179,220
BROKEN PITTED							
Bkn. Pitted	686	30,607				31,293	32,067
Bkn. Pitted Grn. Ripe	0	0				0	0
Total	686	30,607				31,293	
Conv. Total	1,460	30,607					32,067
Prior Year	2,208	110,233					112,441

Converted Total

15,369,729