



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

Released: December 26, 2007 · Frequency: Monthly

Summary Report - Sales
Month Ending October 31, 2007
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	07/08	06/07	Percent Change	07/08	06/07	Percent Change	07/08	06/07	Percent Change
Total	1,346,187	1,330,781	1.16	3,368,579	4,039,097	-16.60	13,417,031	15,113,130	-11.22
Markets									
Consumer	1,035,313	942,886	9.80	2,435,709	2,813,641	-13.43	9,328,458	10,410,421	-10.39
Food Service	310,874	387,895	-19.86	932,869	1,225,456	-23.88	4,088,573	4,702,709	-13.06
Styles									
Whole	2,723	2,941	-7.43	7,330	9,314	-21.30	22,578	30,549	-26.09
Pitted	923,509	881,824	4.73	2,080,604	2,511,199	-17.15	8,170,992	9,364,454	-12.74
Wedged	4,716	4,399	7.19	14,085	14,840	-5.09	59,028	65,693	-10.15
Sliced	374,526	402,582	-6.97	1,150,674	1,373,845	-16.24	4,686,105	5,163,542	-9.25
Chopped	33,657	28,607	17.65	96,559	112,789	-14.39	403,764	445,305	-9.33
Broken Pitted	7,056	10,428	-32.34	19,327	17,111	12.95	74,564	43,587	71.07
Key Items									
24/300 Pitted	851,504	786,348	8.29	1,898,086	2,221,378	-14.55	7,207,197	8,220,172	-12.32
6/10 Pitted	69,107	93,157	-25.82	174,116	281,854	-38.22	932,291	1,108,183	-15.87
6/10 Sliced	234,649	284,409	-17.50	731,877	911,195	-19.68	3,043,637	3,455,980	-11.93
24/300 Whole	1,937	2,064	-6.15	5,301	5,541	-4.33	13,281	16,247	-18.26
6/10 Whole	786	877	-10.44	2,029	3,773	-46.22	9,297	14,288	-34.93
6/10 Wedged	4,388	4,153	5.64	13,511	14,348	-5.83	56,650	63,561	-10.87
2.25 Sliced	72,442	60,405	19.93	208,700	252,369	-17.30	868,639	915,680	-5.14
4.5 Chopped	30,082	23,277	29.24	81,853	95,507	-14.30	348,103	375,619	-7.33

VIC TOLOMEO, Director
JACK RUTZ – SARAH HOFFMAN, Deputy Directors

DOUG FLOHR – COURTNEY CHARLES
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 October 31, 2007
Converted 24/300 Case Basis

Item	Monthly Packout			Year to Date Packout			Inventory		
	07/08	06/07	Percent Change	07/08	06/07	Percent Change	07/08	06/07	Percent Change
Total	1,599,605	1,516,890	5.45	2,928,220	4,478,411	-34.61	4,695,109	6,311,622	-25.61
Markets									
Consumer	1,131,769	1,104,614	2.46	2,022,144	3,145,755	-35.72	3,716,124	4,432,211	-16.16
Food Service	467,836	412,276	13.48	906,076	1,332,656	-32.01	978,985	1,879,410	-47.91
Styles									
Whole	0	13,616	-100.00	1,978	19,436	-89.82	14,119	30,517	-53.73
Pitted	975,110	897,289	8.67	1,666,723	2,680,096	-37.81	3,215,226	4,135,907	-22.26
Wedged	0	0	0.00	0	13,143	-100.00	22,819	29,090	-21.56
Sliced	576,121	561,877	2.54	1,153,905	1,642,116	-29.73	1,112,709	1,682,584	-33.87
Chopped	48,374	39,657	21.98	105,613	116,216	-9.12	291,006	338,673	-14.07
Broken Pitt	0	4,451	-100.00	0	7,404	-100.00	39,230	94,850	-58.64
Key Items									
24/300 Pitt	890,949	836,051	6.57	1,539,279	2,457,486	-37.36	2,918,792	3,466,418	-15.80
6/10 Pitt	75,903	60,157	26.17	115,788	218,144	-46.92	254,667	625,128	-59.26
6/10 Sliced	391,933	336,686	16.41	790,288	1,072,735	-26.33	665,169	1,168,074	-43.05
24/300 Whole	0	3,482	-100.00	1,978	5,612	-64.75	6,708	13,506	-50.33
6/10 Whole	0	10,134	-100.00	0	13,824	-100.00	7,411	16,989	-56.38
6/10 Wedged	0	0	0.00	0	13,143	-100.00	22,160	28,413	-22.00
2.25 Sliced	74,034	94,211	-21.42	179,854	354,727	-49.30	202,140	231,855	-12.82
4.5 Chopped	47,160	34,358	37.26	104,399	99,492	4.93	259,722	296,912	-12.53

Approximate Supply in Converted Cases

Total Inventory	4,695,109
Converted Storage	14,616,833
Approximate Supply	19,311,942

Storage Report
Month Ending October 31, 2007

Whole Canning Sizes	
Size	Tons
Small	18,100
Medium	19,010
Large	20,231
Ex. Large	12,604
Ex.Large Sev. "C"	723
Jumbo	2,715
Colossal	2,472
Super Colossal	715
Orchard Run	0
Total Canning	76,570
Limited	17,732
Total	94,302
Total Converted (*155)	14,616,833

Packout - Month Ending October 31, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	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	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	10,134	3,482	0				13,616
RIPE PITTED							
Small	0	38,212	5,675			43,887	41,509
Medium	10,314	172,329	0			182,643	194,288
Large	2,864	228,493	8,538			239,895	239,551
Ex. Large	22,474	428,557	0			451,031	476,404
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
Green Ripe Whole	0	23,358	0			23,358	23,358
Total	35,652	890,949	14,213			940,814	
Conv. Total	75,903	890,949	8,258				975,110
Prior Year	60,157	836,051	1,081				897,289
LIMITED							
Segmented	0	0	0	0	0	0	0
Sliced	152,207	8,678	146,201	0	180,570	487,656	576,121
Chopped	0	0	987	60,851	0	61,838	48,374
Total	152,207	8,678	147,188	60,851	180,570	549,494	
Conv. Total	391,933	10,153	101,215	47,160	74,034		624,495
Prior Year	341,985	1,517	129,462	34,358	94,211		601,534
BROKEN PITTED							
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	4,451					4,451

Converted Total

1,599,605

Cumulative Packout - Month Ending October 31, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE							
Small	0	0	0			0	0
Medium	0	0	0			0	0
Large	0	1,978	0			1,978	1,978
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	1,978	0			1,978	
Conv. Total	0	1,978	0				1,978
Prior Year	13,824	5,612	0				19,436
RIPE PITTED							
Small	0	83,966	5,675			89,641	87,263
Medium	21,691	386,046	5,850			413,587	435,625
Large	2,864	403,001	8,538			414,403	414,059
Ex. Large	29,831	642,352	0			672,183	705,862
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	301	0			301	301
Colossal	0	255	0			255	255
Sup. Colossal	0	0	0			0	0
Green Ripe Whole	0	23,358	0			23,358	23,358
Total	54,386	1,539,279	20,063			1,613,728	
Conv. Total	115,788	1,539,279	11,657				1,666,723
Prior Year	218,144	2,457,486	4,467				2,680,096
LIMITED							
Segmented	0	0	0	0	0	0	0
Sliced	306,908	19,327	235,600	0	438,669	1,000,504	1,153,905
Chopped	0	0	987	134,709	0	135,696	105,613
Total	306,908	19,327	236,587	134,709	438,669	1,136,200	
Conv. Total	790,288	22,613	162,364	104,399	179,854		1,259,519
Prior Year	1,100,688	15,710	200,858	99,492	354,727		1,771,475
BROKEN PITTED							
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	7,404					7,404

Converted Total

2,928,220

Inventory - Month Ending October 31, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE							
Small	0	0	0			0	0
Medium	0	394	0			394	394
Large	0	2,624	0			2,624	2,624
Ex. Large	0	227	0			227	227
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,340	532	0			3,872	7,643
Colossal	141	2,050	0			2,191	2,350
Super Colossal	0	881	0			881	881
Green Ripe Whole	0	0	0			0	0
Total	3,481	6,708	0			10,189	
Conv. Total	7,411	6,708	0				14,119
Prior Year	16,989	13,506	22				30,517
RIPE PITTED							
Small	8,498	397,169	8,986			414,653	420,482
Medium	55,926	625,810	24,814			706,550	759,293
Large	11,084	799,986	38,089			849,159	845,714
Ex. Large	30,285	831,248	0			861,533	895,725
Ex. Large Sev "C"	11	0	0			11	23
Jumbo	9,375	121,720	0			131,095	141,679
Colossal	3,025	83,995	0			87,020	90,435
Sup. Colossal	0	16,959	0			16,959	16,959
Green Ripe Whole	1,414	41,905	0			43,319	44,915
Total	119,618	2,918,792	71,889			3,110,299	
Conv. Total	254,667	2,918,792	41,768				3,215,226
Prior Year	625,128	3,466,418	44,361				4,135,907
LIMITED							
Segmented	8,606	0	0	0	1,605	10,211	22,819
Sliced	258,318	40,166	290,068	0	493,024	1,081,576	1,112,709
Chopped	7,668	229	1,095	335,125	0	344,117	291,006
Total	274,592	40,395	291,163	335,125	494,629	1,435,904	
Conv. Total	716,728	47,532	199,753	259,722	202,798		1,426,534
Prior Year	1,236,491	49,938	234,475	296,912	232,532		2,050,348
BROKEN PITTED							
Bkn. Pitted	84	39,051				39,135	39,230
Bkn. Pitted Green Ripe	0	0				0	0
Total	84	39,051				39,135	
Conv. Total	179	39,051					39,230
Prior Year	803	94,047					94,850

Converted Total

4,695,109

Sales - Month Ending October 31, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE							
Small	0	0	0			0	0
Medium	0	831	0			831	831
Large	0	670	0			670	670
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	271	326	0			597	903
Colossal	98	56	0			154	265
Super Colossal	0	54	0			54	54
Green Ripe Whole	0	0	0			0	0
Total	369	1,937	0			2,306	
Conv. Total	786	1,937	0				2,723
Prior Year	877	2,064	0				2,941
RIPE PITTED							
Small	183	83,209	1,160			84,552	84,273
Medium	13,219	291,736	1,860			306,815	320,960
Large	3,464	319,850	1,967			325,281	328,368
Ex. Large	13,221	92,682	0			105,903	120,830
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,855	50,430	0			52,285	54,379
Colossal	518	7,662	0			8,180	8,765
Sup. Colossal	0	1,318	0			1,318	1,318
Green Ripe Whole	0	4,617	0			4,617	4,617
Total	32,460	851,504	4,987			888,951	
Conv. Total	69,107	851,504	2,897				923,509
Prior Year	93,157	786,348	2,319				881,824
LIMITED							
Segmented	1,704	0	0	0	800	2,504	4,716
Sliced	91,126	8,519	84,017	0	176,688	360,350	374,526
Chopped	507	0	1,326	38,816	0	40,649	33,657
Total	93,337	8,519	85,343	38,816	177,488	403,503	
Conv. Total	240,981	9,967	59,099	30,082	72,770		412,899
Prior Year	293,776	12,072	45,812	23,277	60,651		435,588
BROKEN PITTED							
Bkn. Pitted	0	7,056				7,056	7,056
Bkn. Pitted Green Ripe	0	0				0	0
Total	0	7,056				7,056	
Conv. Total	0	7,056					7,056
Prior Year	85	10,343					10,428

Converted Total

1,346,187

Cumulative Sales - Month Ending October 31, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE							
Small	0	102	0			102	102
Medium	0	1,375	0			1,375	1,375
Large	0	1,894	0			1,894	1,894
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	839	998	0			1,837	2,784
Colossal	114	792	0			906	1,035
Super Colossal	0	140	0			140	140
Green Ripe Whole	0	0	0			0	0
Total	953	5,301	0			6,254	
Conv. Total	2,029	5,301	0				7,330
Prior Year	3,773	5,541	0				9,314
RIPE PITTED							
Small	975	196,116	3,840			200,931	200,423
Medium	39,777	599,534	5,311			644,622	687,305
Large	10,500	688,483	5,311			704,294	713,923
Ex. Large	23,695	233,357	0			257,052	283,804
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	5,311	135,616	0			140,927	146,923
Colossal	1,525	27,164	0			28,689	30,411
Sup. Colossal	0	5,544	0			5,544	5,544
Green Ripe Whole	0	12,272	0			12,272	12,272
Total	81,783	1,898,086	14,462			1,994,331	
Conv. Total	174,116	1,898,086	8,402				2,080,604
Prior Year	281,854	2,221,378	7,967				2,511,199
LIMITED							
Segmented	5,247	0	0	0	1,400	6,647	14,085
Sliced	284,224	28,801	257,894	0	509,025	1,079,944	1,150,674
Chopped	2,928	680	1,530	105,617	0	110,755	96,559
Total	292,399	29,481	259,424	105,617	510,425	1,197,346	
Conv. Total	756,614	35,295	178,281	81,853	209,274		1,261,318
Prior Year	939,663	31,988	181,454	95,507	252,861		1,501,474
BROKEN PITTED							
Bkn. Pitted	52	19,216				19,268	19,327
Bkn. Pitted Green Ripe	0	0				0	0
Total	52	19,216				19,268	
Conv. Total	111	19,216					19,327
Prior Year	166	16,945					17,111

Converted Total

3,368,579

Consecutive Sales - 12 Months Month Ending October 31, 2007

Item	6 No. 10s	24 No. 300s	24 Buff	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE							
Small	0	102	0			102	102
Medium	0	1,868	0			1,868	1,868
Large	0	6,264	0			6,264	6,264
Ex. Large	0	-181	0			-181	-181
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	4,044	2,979	0			7,023	11,589
Colossal	323	1,685	0			2,008	2,373
Super Colossal	0	564	0			564	564
Green Ripe Whole	0	0	0			0	0
Total	4,367	13,281	0			17,648	
Conv. Total	9,297	13,281	0				22,578
Prior Year	14,288	16,247	15				30,549
RIPE PITTED							
Small	6,009	762,296	11,956			780,261	782,036
Medium	180,883	2,059,635	22,404			2,262,922	2,457,752
Large	55,186	2,697,341	19,864			2,772,391	2,826,373
Ex. Large	143,902	962,279	0			1,106,181	1,268,646
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	41,628	525,945	0			567,573	614,571
Colossal	9,299	134,408	0			143,707	154,206
Sup. Colossal	0	28,833	0			28,833	28,833
Green Ripe Whole	994	36,460	0			37,454	38,576
Total	437,901	7,207,197	54,224			7,699,322	
Conv. Total	932,291	7,207,197	31,504				8,170,992
Prior Year	1,108,183	8,220,172	36,099				9,364,454
LIMITED							
Segmented	22,000	0	0	0	5,800	27,800	59,028
Sliced	1,181,995	99,351	961,386	0	2,118,631	4,361,363	4,686,105
Chopped	12,021	1,435	5,041	449,165	0	467,662	403,764
Total	1,216,016	100,786	966,427	449,165	2,124,431	4,856,825	
Conv. Total	3,146,376	119,613	663,788	348,103	871,017		5,148,897
Prior Year	3,579,604	126,041	675,463	375,619	917,812		5,674,540
BROKEN PITTED							
Bkn. Pitted	286	73,955				74,241	74,564
Bkn. Pitted Green Ripe	0	0				0	0
Total	286	73,955				74,241	
Conv. Total	609	73,955					74,564
Prior Year	634	42,953					43,587

Converted Total

13,417,031