



# 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

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**Summary Report - Sales**  
**Month Ending February 28, 2010**  
**Converted 24/300 Case Basis**

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	09/10	08/09	Percent Change	09/10	08/09	Percent Change	09/10	08/09	Percent Change
Total	793,894	849,110	-6.50	7,797,005	8,114,176	-3.91	13,263,874	13,821,197	-4.03
<b>Markets</b>									
Consumer	554,362	600,725	-7.72	5,974,117	6,180,741	-3.34	9,958,374	10,281,259	-3.14
Food Service	239,532	248,385	-3.56	1,822,888	1,933,435	-5.72	3,305,499	3,539,938	-6.62
<b>Styles</b>									
Whole	2,158	734	193.95	11,148	10,050	10.92	17,687	18,228	-2.97
Pitted	434,607	490,355	-11.37	5,009,958	5,318,761	-5.81	8,295,880	8,681,481	-4.44
Wedged	3,847	3,524	9.16	20,211	28,039	-27.92	37,251	51,748	-28.01
Sliced	325,903	328,564	-0.81	2,514,703	2,502,757	0.48	4,474,196	4,641,468	-3.60
Chopped	26,309	20,577	27.85	218,372	225,931	-3.35	392,793	374,336	4.93
Broken Pitted	1,071	5,355	-80.00	22,613	28,637	-21.03	46,067	53,938	-14.59
<b>Key Items</b>									
24/300 Pitted	401,414	443,351	-9.46	4,727,745	4,943,585	-4.37	7,755,998	8,005,585	-3.12
6/10 Pitted	31,760	44,245	-28.22	268,861	354,534	-24.17	515,105	632,049	-18.50
6/10 Sliced	202,277	200,067	1.10	1,519,904	1,524,902	-0.33	2,712,090	2,815,582	-3.68
24/300 Whole	1,768	566	212.37	7,854	5,494	42.96	11,796	10,842	8.80
6/10 Whole	390	168	131.91	3,294	4,556	-27.71	5,891	7,386	-20.24
6/10 Wedged	3,765	3,196	17.79	19,063	26,481	-28.01	34,791	49,206	-29.30
2.25 Sliced	65,417	67,513	-3.10	545,923	522,768	4.43	954,623	1,017,825	-6.21
4.25 Chopped	23,875	19,819	20.46	204,898	198,326	3.31	346,899	330,479	4.97

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**Summary Report - Packout and Inventory  
Month Ending February 28, 2010  
Converted 24/300 Case Basis**

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	09/10	08/09	Percent Change	09/10	08/09	Percent Change	09/10	08/09	Percent Change
Total	941,461	900,419	4.56	5,916,678	8,246,567	-28.25	4,365,234	5,878,825	-25.75
<b>Markets</b>									
Consumer	615,256	723,178	-14.92	4,336,266	6,566,398	-33.96	3,230,089	4,695,019	-31.20
Food Service	326,205	177,241	84.05	1,580,413	1,680,169	-5.94	1,135,145	1,183,806	-4.11
<b>Styles</b>									
Whole	890	654	36.09	10,200	11,464	-11.02	13,786	17,695	-22.09
Pitted	551,851	611,118	-9.70	3,569,391	5,329,597	-33.03	2,824,454	4,112,724	-31.32
Wedged	0	3,801	-100.00	0	39,190	-100.00	47,706	44,570	7.04
Sliced	354,909	248,132	43.03	2,217,295	2,640,707	-16.03	1,283,184	1,329,499	-3.48
Chopped	31,447	36,714	-14.35	105,045	205,645	-48.92	187,697	366,541	-48.79
Broken Pitted	2,363	0	0.00	14,747	19,964	-26.13	8,407	7,796	7.84
<b>Key Items</b>									
24/300 Pitted	464,901	574,930	-19.14	3,387,033	5,164,258	-34.41	2,556,210	3,736,476	-31.59
6/10 Pitted	86,950	34,009	155.67	177,993	135,008	31.84	246,762	332,543	-25.80
6/10 Sliced	230,486	130,280	76.92	1,383,442	1,477,906	-6.39	796,939	744,033	7.11
24/300 Whole	890	654	36.09	5,968	8,950	-33.32	9,236	10,869	-15.02
6/10 Whole	0	0	0.00	4,232	2,514	68.36	4,550	6,826	-33.35
6/10 Wedged	0	3,801	-100.00	0	37,994	-100.00	46,165	43,296	6.63
2.25 Sliced	71,354	51,097	39.64	444,119	697,328	-36.31	209,500	329,353	-36.39
4.25 Chopped	21,750	24,382	-10.79	89,371	170,774	-47.67	134,488	302,794	-55.58

\*Conversion factor 24 1.25 oz changed as of December 2008.

Approximate Supply in Converted Cases	
Total Inventory*	4,365,234
Converted Storage	2,246,037
Approximate Supply*	6,611,270

**Storage Report  
Month Ending February 28, 2010**

Whole Canning Sizes	
Size	Tons
Small	2,469
Medium	1,220
Large	1,378
Ex. Large	2,475
Ex.Large Sev. "C"	73
Jumbo	237
Colossal	109
Super Colossal	371
Orchard Run	0
<b>Total Canning</b>	<b>8,333</b>
Limited	6,158
Total	14,491
Total Converted (*155)	2,246,037

**Packout - Month Ending February 28, 2010**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	890	0				890	890
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
<b>Total</b>	0	890	0				890	
<b>Conv. Total</b>	0	890	0					890
<b>Prior Year</b>	0	654	0					654
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	46,817	0				46,817	46,817
Medium	33,197	242,062	0				275,259	312,738
Large	1,531	56,095	0				57,626	59,354
Ex. Large	5,548	110,951	0				116,499	122,763
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	565	8,063	0				8,628	9,266
Colossal	0	913	0				913	913
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	40,841	464,901	0				505,742	
<b>Conv. Total</b>	86,950	464,901	0					551,851
<b>Prior Year</b>	34,009	574,930	2,179					611,118
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	0	0	0	0	0		0	0
Sliced	89,509	9,240	61,781	0	174,035		334,565	354,909
Chopped	2,287	395	0	28,065	0		30,747	31,447
<b>Total</b>	91,796	9,635	61,781	28,065	174,035		365,312	
<b>Conv. Total</b>	239,254	11,739	42,258	21,750	71,354			386,356
<b>Prior Year</b>	143,232	21,795	48,140	24,382	51,097			288,646
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	2,363					2,363	2,363
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	2,363					2,363	
<b>Conv. Total</b>	0	2,363						2,363
<b>Prior Year</b>	0	0						0

Converted Total 941,461

\*Conversion factor changed as of December 2008.

Consumer	615,256
Food Service	326,205

**Cumulative Packout - Month Ending February 28, 2010**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	2,705	0				2,705	2,705
Large	0	0	0				0	0
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	792	0	0				792	1,686
Colossal	1,196	3,263	0				4,459	5,809
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	1,988	5,968	0				7,956	
<b>Conv. Total</b>	4,232	5,968	0					10,200
<b>Prior Year</b>	2,514	8,950	0					11,464
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,220	106,458	0				107,678	109,055
Medium	50,362	849,803	2,915				903,080	958,717
Large	8,981	723,581	4,598				737,160	745,373
Ex. Large	15,038	1,431,555	0				1,446,593	1,463,571
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	8,003	87,758	0				95,761	104,796
Colossal	0	110,627	0				110,627	110,627
Sup. Colossal	0	52,232	0				52,232	52,232
Green Ripe Whole	0	25,019	0				25,019	25,019
<b>Total</b>	83,604	3,387,033	7,513				3,478,150	
<b>Conv. Total</b>	177,993	3,387,033	4,365					3,569,391
<b>Prior Year</b>	135,008	5,164,258	13,693					5,312,959
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	0	0	0	0	0		0	0
Sliced	537,259	44,095	494,360	0	1,083,218		2,158,932	2,217,295
Chopped	3,846	395	0	115,318	0		119,559	105,045
<b>Total</b>	541,105	44,490	494,360	115,318	1,083,218		2,278,491	
<b>Conv. Total</b>	1,398,187	52,519	338,142	89,371	444,119			2,322,340
<b>Prior Year</b>	1,542,646	75,905	397,692	170,774	698,524			2,885,541
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	14,747					14,747	14,747
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	14,747					14,747	
<b>Conv. Total</b>	0	14,747						14,747
<b>Prior Year</b>	0	19,964						19,964

Converted Total 5,916,678

\*Conversion factor changed as of December 2008.

Consumer	4,336,266
Food Service	1,580,413

**Inventory - Month Ending February 28, 2010**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	4,576	0				4,576	4,576
Large	0	1,524	0				1,524	1,524
Ex. Large	224	0	0				224	477
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,439	148	0				1,587	3,212
Colossal	474	2,544	0				3,018	3,553
Super Colossal	0	342	0				342	342
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,137</b>	<b>9,236</b>	<b>0</b>				<b>11,373</b>	
<b>Conv. Total</b>	<b>4,550</b>	<b>9,236</b>	<b>0</b>					<b>13,786</b>
<b>Prior Year</b>	<b>6,826</b>	<b>10,869</b>	<b>0</b>					<b>17,695</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,487	188,493	2,291				194,271	197,248
Medium	53,083	652,152	24,862				730,097	779,611
Large	11,433	635,775	9,821				657,029	665,822
Ex. Large	22,497	534,459	0				556,956	582,355
Ex. Large Sev "C"	2	0	0				2	4
Jumbo	18,405	263,132	0				281,537	302,316
Colossal	4,873	92,886	0				97,759	103,261
Sup. Colossal	2,125	75,226	0				77,351	79,750
Green Ripe Whole	0	114,087	0				114,087	114,087
<b>Total</b>	<b>115,905</b>	<b>2,556,210</b>	<b>36,974</b>				<b>2,709,089</b>	
<b>Conv. Total</b>	<b>246,762</b>	<b>2,556,210</b>	<b>21,482</b>					<b>2,824,454</b>
<b>Prior Year</b>	<b>332,543</b>	<b>3,736,476</b>	<b>29,959</b>					<b>4,098,978</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	17,928	0	0	0	3,760		21,688	47,706
Sliced	309,491	41,369	333,835	0	510,975		1,195,670	1,283,184
Chopped	10,601	1,586	7,185	173,533	0		192,905	187,697
<b>Total</b>	<b>338,020</b>	<b>42,955</b>	<b>341,020</b>	<b>173,533</b>	<b>514,735</b>		<b>1,410,263</b>	
<b>Conv. Total</b>	<b>883,748</b>	<b>52,129</b>	<b>237,181</b>	<b>134,488</b>	<b>211,041</b>			<b>1,518,587</b>
<b>Prior Year</b>	<b>843,973</b>	<b>51,325</b>	<b>211,891</b>	<b>302,794</b>	<b>330,627</b>			<b>1,740,610</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	40	8,322					8,362	8,407
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>40</b>	<b>8,322</b>					<b>8,362</b>	
<b>Conv. Total</b>	<b>85</b>	<b>8,322</b>						<b>8,407</b>
<b>Prior Year</b>	<b>464</b>	<b>7,332</b>						<b>7,796</b>

Converted Total 4,365,234

\*Conversion factor changed as of December 2008.

Consumer 3,230,089  
Food Service 1,135,145

**Sales - Month Ending February 28, 2010**

<b>RIPE WHOLE</b>	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	425	0				425	425
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	159	204	0				363	543
Colossal	24	1,088	0				1,112	1,139
Super Colossal	0	51	0				51	51
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	183	1,768	0				1,951	
<b>Conv. Total</b>	390	1,768	0					2,158
<b>Prior Year</b>	168	566	0					734
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	231	40,058	300				40,589	40,724
Medium	8,081	106,054	865				115,000	123,761
Large	3,217	161,431	1,301				165,949	169,036
Ex. Large	1,120	60,613	0				61,733	62,997
Ex. Large Sev "C"	892	0	0				892	1,899
Jumbo	1,028	23,612	0				24,640	25,801
Colossal	349	4,478	0				4,827	5,221
Sup. Colossal	0	140	0				140	140
Green Ripe Whole	0	5,028	0				5,028	5,028
<b>Total</b>	14,918	401,414	2,466				418,798	
<b>Conv. Total</b>	31,760	401,414	1,433					434,607
<b>Prior Year</b>	44,245	443,351	1,664					489,260
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,462	0	0	0	200		1,662	3,847
Sliced	78,554	7,806	71,749	0	159,554		317,663	325,903
Chopped	332	0	944	30,806	0		32,082	26,309
<b>Total</b>	80,348	7,806	72,693	30,806	159,754		351,407	
<b>Conv. Total</b>	207,314	9,133	50,237	23,875	65,499			356,058
<b>Prior Year</b>	203,938	12,301	48,766	19,819	67,841			352,665
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	32	1,003					1,035	1,071
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	32	1,003					1,035	
<b>Conv. Total</b>	68	1,003						1,071
<b>Prior Year</b>	34	5,321						5,355

Converted Total 793,894

Consumer 554,362  
Food Service 239,532

**Cumulative Sales - Month Ending February 28, 2010**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	398	0				398	398
Large	0	3,314	0				3,314	3,314
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,375	2,090	0				3,465	5,017
Colossal	172	1,731	0				1,903	2,097
Super Colossal	0	321	0				321	321
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,547</b>	<b>7,854</b>	<b>0</b>				<b>9,401</b>	
<b>Conv. Total</b>	<b>3,294</b>	<b>7,854</b>	<b>0</b>					<b>11,148</b>
<b>Prior Year</b>	<b>4,556</b>	<b>5,494</b>	<b>0</b>					<b>10,050</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,691	442,297	4,427				448,415	448,469
Medium	62,515	1,404,281	8,174				1,474,970	1,542,125
Large	16,378	1,887,499	10,380				1,914,257	1,928,399
Ex. Large	25,658	636,410	0				662,068	691,036
Ex. Large Sev "C"	5,312	0	0				5,312	11,309
Jumbo	11,112	251,249	0				262,361	274,906
Colossal	3,619	46,458	0				50,077	54,163
Sup. Colossal	0	11,165	0				11,165	11,165
Green Ripe Whole	0	48,386	0				48,386	48,386
<b>Total</b>	<b>126,285</b>	<b>4,727,745</b>	<b>22,981</b>				<b>4,877,011</b>	
<b>Conv. Total</b>	<b>268,861</b>	<b>4,727,745</b>	<b>13,352</b>					<b>5,009,958</b>
<b>Prior Year</b>	<b>354,534</b>	<b>4,943,585</b>	<b>18,078</b>					<b>5,316,197</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	7,403	0	0	0	2,800		10,203	20,211
Sliced	590,254	55,732	560,921	0	1,331,519		2,538,426	2,514,703
Chopped	3,007	0	1,582	264,384	0		268,973	218,372
<b>Total</b>	<b>600,664</b>	<b>55,732</b>	<b>562,503</b>	<b>264,384</b>	<b>1,334,319</b>		<b>2,817,602</b>	
<b>Conv. Total</b>	<b>1,550,496</b>	<b>65,206</b>	<b>385,616</b>	<b>204,898</b>	<b>547,071</b>			<b>2,753,286</b>
<b>Prior Year</b>	<b>1,574,157</b>	<b>75,617</b>	<b>384,301</b>	<b>198,326</b>	<b>524,326</b>			<b>2,756,727</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	112	22,375					22,487	22,613
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>112</b>	<b>22,375</b>					<b>22,487</b>	
<b>Conv. Total</b>	<b>238</b>	<b>22,375</b>						<b>22,613</b>
<b>Prior Year</b>	<b>187</b>	<b>28,450</b>						<b>28,637</b>

Converted Total 7,797,005

Consumer 5,974,117  
Food Service 1,822,888

**Consecutive Sales - 12 Months Month Ending February 28, 2010**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	602	0				602	602
Large	0	5,412	0				5,412	5,412
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,515	3,043	0				5,558	8,397
Colossal	252	2,263	0				2,515	2,800
Super Colossal	0	476	0				476	476
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	2,767	11,796	0				14,563	
<b>Conv. Total</b>	5,891	11,796	0					17,687
<b>Prior Year</b>	7,386	10,842	0					18,228
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,190	785,951	9,347				798,488	798,173
Medium	114,562	2,230,871	15,699				2,361,132	2,483,895
Large	27,701	3,079,881	17,600				3,125,182	3,149,082
Ex. Large	54,606	1,077,316	0				1,131,922	1,193,572
Ex. Large Sev "C"	14,851	0	0				14,851	31,618
Jumbo	20,537	411,689	0				432,226	455,412
Colossal	6,276	80,328	0				86,604	93,690
Sup. Colossal	0	20,019	0				20,019	20,019
Green Ripe Whole	224	69,943	0				70,167	70,420
<b>Total</b>	241,947	7,755,998	42,646				8,040,591	
<b>Conv. Total</b>	515,105	7,755,998	24,777					8,295,880
<b>Prior Year</b>	632,049	8,005,585	41,282					8,678,916
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	13,511	0	0	0	6,000		19,511	37,251
Sliced	1,053,239	98,489	1,012,062	0	2,328,349		4,492,139	4,474,196
Chopped	9,715	1,088	4,951	447,612	0		463,366	392,793
<b>Total</b>	1,076,465	99,577	1,017,013	447,612	2,334,349		4,975,016	
<b>Conv. Total</b>	2,784,129	117,789	698,340	346,899	957,083			4,904,240
<b>Prior Year</b>	2,900,160	135,502	681,042	330,479	1,020,367			5,067,550
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	176	45,692					45,868	46,067
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	176	45,692					45,868	
<b>Conv. Total</b>	375	45,692						46,067
<b>Prior Year</b>	343	53,595						53,938

Converted Total 13,263,874

Consumer 9,958,374  
Food Service 3,305,499