



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 June 30, 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	1,216,372	1,257,470	-3.27	12,118,593	12,524,555	-3.24	13,175,083	13,817,389	-4.65
Markets									
Consumer	937,145	969,603	-3.35	9,223,152	9,420,233	-2.09	9,967,919	10,323,994	-3.45
Food Service	279,227	287,867	-3.00	2,895,441	3,104,322	-6.73	3,207,164	3,493,395	-8.19
Styles									
Whole	1,703	1,391	22.39	16,962	15,651	8.37	17,900	17,171	4.24
Pitted	778,114	798,430	-2.54	7,724,828	7,992,474	-3.35	8,337,038	8,645,881	-3.57
Wedged	3,052	2,600	17.40	32,424	40,807	-20.54	36,696	45,101	-18.64
Sliced	398,642	410,158	-2.81	3,988,645	4,066,775	-1.92	4,384,120	4,656,907	-5.86
Chopped	32,635	40,618	-19.65	326,792	362,519	-9.86	364,624	399,616	-8.76
Broken Pitted	2,226	4,273	-47.91	28,943	46,329	-37.53	34,705	52,713	-34.16
Key Items									
24/300 Pitted	731,881	743,937	-1.62	7,275,209	7,408,344	-1.80	7,836,006	8,001,474	-2.07
6/10 Pitted	44,164	51,085	-13.55	428,112	551,530	-22.38	477,360	608,609	-21.57
6/10 Sliced	230,728	230,908	-0.08	2,413,522	2,468,323	-2.22	2,662,287	2,791,676	-4.63
24/300 Whole	1,100	867	26.87	11,818	8,960	31.90	12,294	9,930	23.81
6/10 Whole	603	524	14.98	5,144	6,691	-23.13	5,606	7,241	-22.58
6/10 Wedged	2,724	2,354	15.73	30,128	38,347	-21.43	33,990	42,477	-19.98
2.25 Sliced	86,085	94,895	-9.28	855,611	852,628	0.35	934,451	1,037,901	-9.97
4.25 Chopped	31,627	37,398	-15.43	306,163	313,422	-2.32	333,069	346,522	-3.88

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Summary Report - Packout and Inventory
Month Ending June 30, 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	1,335,581	1,415,330	-5.63	10,673,911	13,302,541	-19.76	4,787,140	6,506,005	-26.42
Markets									
Consumer	809,584	980,532	-17.43	7,774,376	10,148,606	-23.39	3,409,256	5,030,194	-32.22
Food Service	525,997	434,798	20.97	2,899,534	3,153,935	-8.07	1,377,884	1,475,811	-6.64
Styles									
Whole	0	0	0.00	20,346	16,681	21.97	17,929	17,342	3.38
Pitted	603,605	707,706	-14.71	6,442,387	8,221,685	-21.64	2,979,689	4,318,332	-31.00
Wedged	0	32,706	-100.00	0	79,791	-100.00	35,415	71,595	-50.53
Sliced	704,096	647,657	8.71	4,008,679	4,627,167	-13.37	1,590,343	1,746,612	-8.95
Chopped	16,430	9,802	67.62	176,302	308,404	-42.83	149,928	333,621	-55.06
Broken Pitted	11,450	17,459	-34.42	26,197	48,812	-46.33	13,837	18,504	-25.22
Key Items									
24/300 Pitted	566,858	659,650	-14.07	6,091,641	7,825,538	-22.16	2,712,936	3,920,993	-30.81
6/10 Pitted	35,874	28,820	24.47	339,141	322,546	5.15	247,722	321,296	-22.90
6/10 Sliced	490,123	375,360	30.57	2,537,032	2,718,309	-6.67	1,054,164	1,033,018	2.05
24/300 Whole	0	0	0.00	11,730	13,394	-12.42	10,856	11,902	-8.79
6/10 Whole	0	0	0.00	8,616	3,287	162.13	7,073	5,440	30.01
6/10 Wedged	0	29,973	-100.00	0	75,862	-100.00	35,023	68,572	-48.93
2.25 Sliced	157,586	144,796	8.83	817,285	1,027,463	-20.46	271,074	333,935	-18.82
4.25 Chopped	16,430	9,158	79.41	160,628	253,156	-36.55	103,933	271,339	-61.70

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	4,787,140
Converted Storage	1,406,458
Approximate Supply*	6,193,598

Storage Report
Month Ending June 30, 2010

Whole Canning Sizes	
Size	Tons
Small	423
Medium	1,177
Large	1,277
Ex. Large	1,523
Ex.Large Sev. "C"	0
Jumbo	76
Colossal	81
Super Colossal	0
Orchard Run	0
Total Canning	4,556
Limited	4,517
Total	9,074
Total Converted (*155)	1,406,458

Packout - Month Ending June 30, 2010

RIPE WHOLE	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	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	0	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	3,252	87,228	1,504				91,984	95,025
Large	4,067	90,172	0				94,239	98,831
Ex. Large	8,564	280,430	0				288,994	298,663
Ex. Large Sev "C"	0	7,666	0				7,666	7,666
Jumbo	523	35,961	0				36,484	37,074
Colossal	444	46,047	0				46,491	46,992
Sup. Colossal	0	19,354	0				19,354	19,354
Green Ripe Whole	0	0	0				0	0
Total	16,850	566,858	1,504				585,212	
Conv. Total	35,874	566,858	874					603,605
Prior Year	28,820	659,650	0					688,470
LIMITED	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	190,339	0	82,436	0	384,357		657,132	704,096
Chopped	0	0	0	21,200	0		21,200	16,430
Total	190,339	0	82,436	21,200	384,357		678,332	
Conv. Total	490,123	0	56,386	16,430	157,586			720,526
Prior Year	405,977	22,099	105,401	9,158	147,529			690,164
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	11,450					11,450	11,450
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	11,450					11,450	
Conv. Total	0	11,450						11,450
Prior Year	0	17,459						17,459

Converted Total 1,335,581

*Conversion factor changed as of December 2008.

Consumer 809,584
Food Service 525,997

Cumulative Packout - Month Ending June 30, 2010

RIPE WHOLE	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	1,659	0				1,659	1,659
Ex. Large	2,059	4,103	0				6,162	8,487
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
Total	4,047	11,730	0				15,777	
Conv. Total	8,616	11,730	0					20,346
Prior Year	3,287	13,394	0					16,681
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,220	247,091	0				248,311	249,688
Medium	99,091	1,871,038	9,116				1,979,245	2,087,299
Large	23,835	1,385,374	10,858				1,420,067	1,442,427
Ex. Large	26,088	2,194,008	0				2,220,096	2,249,549
Ex. Large Sev "C"	0	7,666	0				7,666	7,666
Jumbo	8,618	131,743	0				140,361	150,091
Colossal	444	158,116	0				158,560	159,061
Sup. Colossal	0	71,586	0				71,586	71,586
Green Ripe Whole	0	25,019	0				25,019	25,019
Total	159,296	6,091,641	19,974				6,270,911	
Conv. Total	339,141	6,091,641	11,605					6,442,387
Prior Year	322,546	7,825,538	19,858					8,167,942
LIMITED	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	985,255	87,803	806,481	0	1,993,377		3,872,916	4,008,679
Chopped	3,846	395	0	207,262	0		211,503	176,302
Total	989,101	88,198	806,481	207,262	1,993,377		4,084,419	
Conv. Total	2,551,777	103,658	551,633	160,628	817,285			4,184,981
Prior Year	2,828,102	142,986	759,726	253,156	1,031,392			5,015,362
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	26,197					26,197	26,197
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	26,197					26,197	
Conv. Total	0	26,197						26,197
Prior Year	0	48,812						48,812

Converted Total 10,673,911

*Conversion factor changed as of December 2008.

Consumer 7,774,376
Food Service 2,899,534

Inventory - Month Ending June 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	4,255	0				4,255	4,255
Large	0	2,833	0				2,833	2,833
Ex. Large	1,387	1,644	0				3,031	4,597
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,465	94	0				1,559	3,213
Colossal	470	1,688	0				2,158	2,689
Super Colossal	0	240	0				240	240
Green Ripe Whole	0	0	0				0	0
Total	3,322	10,856	0				14,178	
Conv. Total	7,073	10,856	0					17,929
Prior Year	5,440	11,902	0					17,342
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,336	206,586	2,371				211,293	212,937
Medium	62,162	749,581	20,566				832,309	893,873
Large	10,237	652,440	9,818				672,495	679,939
Ex. Large	22,190	604,286	0				626,476	651,529
Ex. Large Sev "C"	2	2,515	0				2,517	2,519
Jumbo	14,234	227,870	0				242,104	258,174
Colossal	3,070	110,256	0				113,326	116,792
Sup. Colossal	2,125	68,656	0				70,781	73,180
Green Ripe Whole	0	90,746	0				90,746	90,746
Total	116,356	2,712,936	32,755				2,862,047	
Conv. Total	247,722	2,712,936	19,031					2,979,689
Prior Year	321,296	3,920,993	28,306					4,270,595
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	13,601	0	0	0	958		14,559	35,415
Sliced	409,384	51,642	299,247	0	661,155		1,421,428	1,590,343
Chopped	8,840	1,586	6,809	134,107	0		151,342	149,928
Total	431,825	53,228	306,056	134,107	662,113		1,587,329	
Conv. Total	1,123,079	64,148	213,060	103,933	271,466			1,775,686
Prior Year	1,148,718	77,423	317,391	271,339	336,958			2,151,829
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	13,826					13,831	13,837
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	13,826					13,831	
Conv. Total	11	13,826						13,837
Prior Year	358	18,146						18,504

Converted Total 4,787,140

*Conversion factor changed as of December 2008.

Consumer	3,409,256
Food Service	1,377,884

Sales - Month Ending June 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	204	0				204	204
Large	0	791	0				791	791
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	283	2	0				285	605
Colossal	0	86	0				86	86
Super Colossal	0	17	0				17	17
Green Ripe Whole	0	0	0				0	0
Total	283	1,100	0				1,383	
Conv. Total	603	1,100	0					1,703
Prior Year	524	867	0					1,391
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	255	74,983	600				75,838	75,874
Medium	11,228	225,640	1,260				238,128	250,276
Large	4,669	289,673	1,701				296,043	300,602
Ex. Large	2,757	92,931	0				95,688	98,801
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,339	35,040	0				36,379	37,891
Colossal	496	6,366	0				6,862	7,422
Sup. Colossal	0	1,147	0				1,147	1,147
Green Ripe Whole	0	6,101	0				6,101	6,101
Total	20,744	731,881	3,561				756,186	
Conv. Total	44,164	731,881	2,069					778,114
Prior Year	51,085	743,937	2,645					797,667
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,058	0	0	0	800		1,858	3,052
Sliced	89,603	8,802	104,577	0	209,963		412,945	398,642
Chopped	263	0	0	40,809	0		41,072	32,635
Total	90,924	8,802	104,577	40,809	210,763		455,875	
Conv. Total	234,460	10,298	71,531	31,627	86,413			434,329
Prior Year	236,241	10,322	74,275	37,398	95,141			453,377
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	2,226					2,226	2,226
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	2,226					2,226	
Conv. Total	0	2,226						2,226
Prior Year	17	4,256						4,273

Converted Total 1,216,372

Consumer 937,145
Food Service 279,227

Cumulative Sales - Month Ending June 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	718	0				718	718
Large	0	5,611	0				5,611	5,611
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,240	2,734	0				4,974	7,503
Colossal	176	1,822	0				1,998	2,197
Super Colossal	0	423	0				423	423
Green Ripe Whole	0	0	0				0	0
Total	2,416	11,818	0				14,234	
Conv. Total	5,144	11,818	0					16,962
Prior Year	6,691	8,960	0					15,651
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,237	692,147	6,727				702,111	702,947
Medium	103,332	2,129,541	13,658				2,246,531	2,357,470
Large	34,183	2,919,255	16,632				2,970,070	3,001,694
Ex. Large	31,651	1,009,435	0				1,041,086	1,076,820
Ex. Large Sev "C"	5,312	0	0				5,312	11,309
Jumbo	17,563	365,016	0				382,579	402,408
Colossal	5,808	73,005	0				78,813	85,370
Sup. Colossal	0	15,283	0				15,283	15,283
Green Ripe Whole	0	71,527	0				71,527	71,527
Total	201,086	7,275,209	37,017				7,513,312	
Conv. Total	428,112	7,275,209	21,507					7,724,828
Prior Year	551,530	7,408,344	27,338					7,987,212
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	11,700	0	0	0	5,600		17,300	32,424
Sliced	937,290	89,027	899,636	0	2,086,855		4,012,808	3,988,645
Chopped	4,753	0	1,956	395,049	0		401,758	326,792
Total	953,743	89,027	901,592	395,049	2,092,455		4,431,866	
Conv. Total	2,461,872	104,162	617,757	306,163	857,907			4,347,860
Prior Year	2,545,811	116,365	639,417	313,422	855,088			4,470,103
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	147	28,630					28,777	28,943
Bkn. Pitted Green Ripe	0	0					0	0
Total	147	28,630					28,777	
Conv. Total	313	28,630						28,943
Prior Year	290	46,039						46,329

Converted Total 12,118,593

Consumer 9,223,152
Food Service 2,895,441

Consecutive Sales - 12 Months Month Ending June 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	718	0				718	718
Large	0	6,062	0				6,062	6,062
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,457	2,744	0				5,201	7,975
Colossal	176	1,837	0				2,013	2,212
Super Colossal	0	423	0				423	423
Green Ripe Whole	0	0	0				0	0
Total	2,633	12,294	0				14,927	
Conv. Total	5,606	12,294	0					17,900
Prior Year	7,241	9,930	0					17,171
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,562	754,846	7,547				765,955	766,814
Medium	114,384	2,291,057	15,507				2,420,948	2,543,590
Large	36,349	3,143,979	17,690				3,198,018	3,231,644
Ex. Large	36,553	1,082,750	0				1,119,303	1,160,571
Ex. Large Sev "C"	7,930	0	0				7,930	16,883
Jumbo	19,202	392,180	0				411,382	433,061
Colossal	6,182	79,278	0				85,460	92,439
Sup. Colossal	0	15,368	0				15,368	15,368
Green Ripe Whole	56	76,548	0				76,604	76,667
Total	224,218	7,836,006	40,744				8,100,968	
Conv. Total	477,360	7,836,006	23,672					8,337,038
Prior Year	608,609	8,001,474	30,537					8,640,620
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	13,200	0	0	0	6,600		19,800	36,696
Sliced	1,033,898	97,913	983,660	0	2,279,148		4,394,619	4,384,120
Chopped	7,192	612	2,067	429,767	0		439,638	364,624
Total	1,054,290	98,525	985,727	429,767	2,285,748		4,854,057	
Conv. Total	2,723,851	115,996	675,366	333,069	937,157			4,785,440
Prior Year	2,877,228	138,894	698,455	346,522	1,040,525			5,101,624
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	163	34,358					34,521	34,705
Bkn. Pitted Green Ripe	0	0					0	0
Total	163	34,358					34,521	
Conv. Total	347	34,358						34,705
Prior Year	317	52,396						52,713

Converted Total 13,175,083

Consumer 9,967,919
Food Service 3,207,164