



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 July 31, 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	1,028,304	1,056,489	-2.67	13,146,897	13,581,044	-3.20	13,146,897	13,581,044	-3.20
Markets									
Consumer	770,793	744,766	3.49	9,993,945	10,164,999	-1.68	9,993,945	10,164,999	-1.68
Food Service	257,511	311,723	-17.39	3,152,952	3,416,046	-7.70	3,152,952	3,416,046	-7.70
Styles									
Whole	1,202	938	28.13	18,164	16,589	9.49	18,164	16,589	9.49
Pitted	631,439	612,209	3.14	8,356,267	8,604,683	-2.89	8,356,267	8,604,683	-2.89
Wedged	2,219	4,273	-48.06	34,643	45,079	-23.15	34,643	45,079	-23.15
Sliced	358,739	395,475	-9.29	4,347,384	4,462,250	-2.57	4,347,384	4,462,250	-2.57
Chopped	34,008	37,832	-10.11	360,799	400,352	-9.88	360,799	400,352	-9.88
Broken Pitted	697	5,762	-87.90	29,640	52,091	-43.10	29,640	52,091	-43.10
Key Items									
24/300 Pitted	594,537	560,796	6.02	7,869,746	7,974,402	-1.31	7,869,746	7,974,402	-1.31
6/10 Pitted	34,715	49,248	-29.51	462,828	600,778	-22.96	462,828	600,778	-22.96
6/10 Sliced	216,259	248,766	-13.07	2,629,781	2,717,089	-3.21	2,629,781	2,717,089	-3.21
24/300 Whole	659	476	38.45	12,477	9,436	32.23	12,477	9,436	32.23
6/10 Whole	543	462	17.51	5,687	7,153	-20.50	5,687	7,153	-20.50
6/10 Wedged	2,137	3,863	-44.67	32,265	42,209	-23.56	32,265	42,209	-23.56
2.25 Sliced	78,889	78,840	0.06	934,499	931,468	0.33	934,499	931,468	0.33
4.25 Chopped	30,151	26,906	12.06	336,314	340,328	-1.18	336,314	340,328	-1.18

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Summary Report - Packout and Inventory
Month Ending July 31, 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	758,450	850,678	-10.84	11,432,361	14,153,218	-19.22	4,506,754	6,272,741	-28.15
Markets									
Consumer	539,433	606,783	-11.10	8,313,809	10,755,388	-22.70	3,170,395	4,871,528	-34.92
Food Service	219,018	243,895	-10.20	3,118,552	3,397,830	-8.22	1,336,359	1,401,214	-4.63
Styles									
Whole	0	0	0.00	20,346	16,681	21.97	16,848	16,194	4.04
Pitted	391,598	572,434	-31.59	6,833,985	8,794,120	-22.29	2,734,349	4,275,021	-36.04
Wedged	12,902	0	0.00	12,902	79,791	-83.83	46,058	68,056	-32.32
Sliced	338,951	269,911	25.58	4,347,630	4,897,078	-11.22	1,565,222	1,601,179	-2.25
Chopped	14,039	8,333	68.47	190,340	316,737	-39.91	130,169	299,261	-56.50
Broken Pitted	961	0	0.00	27,158	48,812	-44.36	14,108	13,030	8.27
Key Items									
24/300 Pitted	382,756	501,737	-23.71	6,474,397	8,381,019	-22.75	2,496,061	3,904,919	-36.08
6/10 Pitted	8,842	66,061	-86.62	347,983	388,606	-10.45	221,784	339,354	-34.65
6/10 Sliced	198,180	177,835	11.44	2,735,211	2,896,144	-5.56	1,033,275	953,649	8.35
24/300 Whole	0	0	0.00	11,730	13,394	-12.42	10,346	11,221	-7.80
6/10 Whole	0	0	0.00	8,616	3,287	162.13	6,502	4,973	30.75
6/10 Wedged	9,991	0	0.00	9,991	75,862	-86.83	42,838	65,364	-34.46
2.25 Sliced	90,239	58,350	54.65	907,523	1,085,814	-16.42	282,293	309,494	-8.79
4.25 Chopped	12,033	8,333	44.41	172,661	261,489	-33.97	86,120	248,398	-65.33

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	4,506,754
Converted Storage	916,518
Approximate Supply*	5,423,272

Storage Report
Month Ending July 31, 2010

Whole Canning Sizes	
Size	Tons
Small	401
Medium	686
Large	1,262
Ex. Large	382
Ex. Large Sev. "C"	0
Jumbo	0
Colossal	2
Super Colossal	0
Orchard Run	0
Total Canning	2,734
Limited	3,179
Total	5,913
Total Converted (*155)	916,518

Packout - Month Ending July 31, 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	14,517	0				14,517	14,517
Medium	0	41,609	0				41,609	41,609
Large	0	122,009	0				122,009	122,009
Ex. Large	4,153	154,259	0				158,412	163,101
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	27,297	0				27,297	27,297
Colossal	0	22,496	0				22,496	22,496
Sup. Colossal	0	569	0				569	569
Green Ripe Whole	0	0	0				0	0
Total	4,153	382,756	0				386,909	
Conv. Total	8,842	382,756	0					391,598
Prior Year	66,061	501,737	4,636					572,434
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	3,880	0	0	0	7,100		10,980	12,902
Sliced	76,963	0	73,878	0	220,094		370,935	338,951
Chopped	523	0	0	15,527	0		16,050	14,039
Total	81,366	0	73,878	15,527	227,194		397,965	
Conv. Total	210,176	0	50,533	12,033	93,150			365,891
Prior Year	177,835	0	33,726	8,333	58,350			278,244
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	961					961	961
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	961					961	
Conv. Total	0	961						961
Prior Year	0	0						0

Converted Total 758,450

*Conversion factor changed as of December 2008.

Consumer	539,433
Food Service	219,018

Cumulative Packout - Month Ending July 31, 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	261,608	0				262,828	264,205
Medium	99,091	1,912,647	9,116				2,020,854	2,128,908
Large	23,835	1,507,383	10,858				1,542,076	1,564,436
Ex. Large	30,241	2,348,267	0				2,378,508	2,412,650
Ex. Large Sev "C"	0	7,666	0				7,666	7,666
Jumbo	8,618	159,040	0				167,658	177,388
Colossal	444	180,612	0				181,056	181,557
Sup. Colossal	0	72,155	0				72,155	72,155
Green Ripe Whole	0	25,019	0				25,019	25,019
Total	163,449	6,474,397	19,974				6,657,820	
Conv. Total	347,983	6,474,397	11,605					6,833,985
Prior Year	388,606	8,381,019	24,494					8,794,119
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	3,880	0	0	0	7,100		10,980	12,902
Sliced	1,062,218	87,803	880,359	0	2,213,471		4,243,851	4,347,630
Chopped	4,369	395	0	222,789	0		227,553	190,340
Total	1,070,467	88,198	880,359	222,789	2,220,571		4,482,384	
Conv. Total	2,761,953	103,658	602,166	172,661	910,434			4,550,872
Prior Year	3,005,937	142,986	793,452	261,489	1,089,742			5,293,606
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	27,158					27,158	27,158
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	27,158					27,158	
Conv. Total	0	27,158						27,158
Prior Year	0	48,812						48,812

Converted Total 11,432,361

*Conversion factor changed as of December 2008.

Consumer 8,313,809
 Food Service 3,118,552

Inventory - Month Ending July 31, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	4,256	0				4,256	4,256
Large	0	2,654	0				2,654	2,654
Ex. Large	896	1,334	0				2,230	3,242
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,689	93	0				1,782	3,689
Colossal	469	1,668	0				2,137	2,667
Super Colossal	0	239	0				239	239
Green Ripe Whole	0	0	0				0	0
Total	3,054	10,346	0				13,400	
Conv. Total	6,502	10,346	0					16,848
Prior Year	4,973	11,221	0					16,194
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,309	190,384	1,672				194,365	196,271
Medium	53,135	627,182	18,371				698,688	750,980
Large	7,629	604,157	8,363				620,149	625,258
Ex. Large	23,357	581,362	0				604,719	631,089
Ex. Large Sev "C"	0	46	0				46	46
Jumbo	12,897	237,689	0				250,586	265,147
Colossal	2,721	103,147	0				105,868	108,940
Sup. Colossal	2,125	65,402	0				67,527	69,926
Green Ripe Whole	0	86,692	0				86,692	86,692
Total	104,173	2,496,061	28,406				2,628,640	
Conv. Total	221,784	2,496,061	16,504					2,734,349
Prior Year	339,354	3,904,919	30,748					4,275,021
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	16,636	0	0	0	7,855		24,491	46,058
Sliced	401,272	44,758	288,431	0	688,519		1,422,980	1,565,222
Chopped	8,333	1,588	6,804	111,122	0		127,847	130,169
Total	426,241	46,346	295,235	111,122	696,374		1,575,318	
Conv. Total	1,108,062	56,099	205,656	86,120	285,513			1,741,449
Prior Year	1,056,563	65,312	286,037	248,398	312,186			1,968,496
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	14,097					14,102	14,108
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	14,097					14,102	
Conv. Total	11	14,097						14,108
Prior Year	324	12,706						13,030

Converted Total 4,506,754

*Conversion factor changed as of December 2008.

Consumer 3,170,395
Food Service 1,336,359

Sales - Month Ending July 31, 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	485	0				485	485
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	255	174	0				429	717
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	255	659	0				914	
Conv. Total	543	659	0					1,202
Prior Year	462	476	0					938
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	285	61,028	700				62,013	62,041
Medium	9,668	172,598	1,616				183,882	194,120
Large	1,748	242,537	1,448				245,733	247,100
Ex. Large	2,958	77,195	0				80,153	83,493
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,324	30,456	0				31,780	33,275
Colossal	323	5,925	0				6,248	6,613
Sup. Colossal	0	639	0				639	639
Green Ripe Whole	0	4,159	0				4,159	4,159
Total	16,306	594,537	3,764				614,607	
Conv. Total	34,715	594,537	2,187					631,439
Prior Year	49,248	560,796	2,165					612,209
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	830	0	0	0	200		1,030	2,219
Sliced	83,984	5,909	82,863	0	192,411		365,167	358,739
Chopped	1,006	0	0	38,904	0		39,910	34,008
Total	85,820	5,909	82,863	38,904	192,611		406,107	
Conv. Total	222,253	6,914	56,678	30,151	78,971			394,966
Prior Year	261,979	11,835	57,609	26,906	79,250			437,579
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	697					697	697
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	697					697	
Conv. Total	0	697						697
Prior Year	34	5,728						5,762

Converted Total 1,028,304

Consumer 770,793
Food Service 257,511

Cumulative Sales - Month Ending July 31, 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	6,096	0				6,096	6,096
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,495	2,908	0				5,403	8,220
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	2,671	12,477	0				15,148	
Conv. Total	5,687	12,477	0					18,164
Prior Year	7,153	9,436	0					16,589
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,522	753,175	7,427				764,124	764,988
Medium	113,000	2,302,139	15,274				2,430,413	2,551,590
Large	35,931	3,161,792	18,080				3,215,803	3,248,794
Ex. Large	34,609	1,086,630	0				1,121,239	1,160,313
Ex. Large Sev "C"	5,312	0	0				5,312	11,309
Jumbo	18,887	395,472	0				414,359	435,682
Colossal	6,131	78,930	0				85,061	91,983
Sup. Colossal	0	15,922	0				15,922	15,922
Green Ripe Whole	0	75,686	0				75,686	75,686
Total	217,392	7,869,746	40,781				8,127,919	
Conv. Total	462,828	7,869,746	23,694					8,356,267
Prior Year	600,778	7,974,402	29,503					8,604,683
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	12,530	0	0	0	5,800		18,330	34,643
Sliced	1,021,274	94,936	982,499	0	2,279,266		4,377,975	4,347,384
Chopped	5,759	0	1,956	433,953	0		441,668	360,799
Total	1,039,563	94,936	984,455	433,953	2,285,066		4,837,973	
Conv. Total	2,684,125	111,075	674,435	336,314	936,877			4,742,826
Prior Year	2,807,790	128,199	697,025	340,328	934,338			4,907,680
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	147	29,327					29,474	29,640
Bkn. Pitted Green Ripe	0	0					0	0
Total	147	29,327					29,474	
Conv. Total	313	29,327						29,640
Prior Year	324	51,767						52,091

Converted Total 13,146,897

Consumer 9,993,945
Food Service 3,152,952

Consecutive Sales - 12 Months Month Ending July 31, 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	6,096	0				6,096	6,096
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,495	2,908	0				5,403	8,220
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	2,671	12,477	0				15,148	
Conv. Total	5,687	12,477	0					18,164
Prior Year	7,153	9,436	0					16,589
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,522	753,175	7,427				764,124	764,988
Medium	113,000	2,302,139	15,274				2,430,413	2,551,590
Large	35,931	3,161,792	18,080				3,215,803	3,248,794
Ex. Large	34,609	1,086,630	0				1,121,239	1,160,313
Ex. Large Sev "C"	5,312	0	0				5,312	11,309
Jumbo	18,887	395,472	0				414,359	435,682
Colossal	6,131	78,930	0				85,061	91,983
Sup. Colossal	0	15,922	0				15,922	15,922
Green Ripe Whole	0	75,686	0				75,686	75,686
Total	217,392	7,869,746	40,781				8,127,919	
Conv. Total	462,828	7,869,746	23,694					8,356,267
Prior Year	600,778	7,974,402	29,503					8,604,683
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	12,530	0	0	0	5,800		18,330	34,643
Sliced	1,021,274	94,936	982,499	0	2,279,266		4,377,975	4,347,384
Chopped	5,759	0	1,956	433,953	0		441,668	360,799
Total	1,039,563	94,936	984,455	433,953	2,285,066		4,837,973	
Conv. Total	2,684,125	111,075	674,435	336,314	936,877			4,742,826
Prior Year	2,807,790	128,199	697,025	340,328	934,338			4,907,680
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	147	29,327					29,474	29,640
Bkn. Pitted Green Ripe	0	0					0	0
Total	147	29,327					29,474	
Conv. Total	313	29,327						29,640
Prior Year	324	51,767						52,091

Converted Total 13,146,897

Consumer 9,993,945
Food Service 3,152,952