



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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Frequency: Monthly

Summary Report - Sales
Month Ending November 30, 2010
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	10/11	09/10	Percent Change	10/11	09/10	Percent Change	10/11	09/10	Percent Change
Total	1,465,342	1,395,428	5.01	4,937,052	4,992,407	-1.11	13,091,542	13,297,315	-1.55
Markets									
Consumer	1,224,599	1,157,057	5.84	3,930,360	3,926,145	0.11	9,998,159	9,966,159	0.32
Food Service	240,743	238,371	1.00	1,006,692	1,066,262	-5.59	3,093,383	3,331,156	-7.14
Styles									
Whole	864	1,704	-49.28	5,559	6,754	-17.69	16,969	17,669	-3.96
Pitted	1,091,847	975,151	11.97	3,385,516	3,316,061	2.09	8,425,723	8,334,852	1.09
Wedged	2,152	1,900	13.24	9,268	10,533	-12.01	33,378	39,417	-15.32
Sliced	341,368	369,619	-7.64	1,417,006	1,508,735	-6.08	4,255,655	4,472,859	-4.86
Chopped	27,234	38,792	-29.80	116,666	132,777	-12.13	344,688	381,519	-9.65
Broken Pitted	1,878	8,262	-77.27	3,037	17,547	-82.69	15,130	50,999	-70.33
Key Items									
24/300 Pitted	1,053,169	938,403	12.23	3,231,507	3,149,780	2.59	7,951,473	7,764,293	2.41
6/10 Pitted	36,268	34,347	5.59	145,705	157,948	-7.75	450,584	544,815	-17.30
6/10 Sliced	201,138	197,379	1.90	843,864	888,488	-5.02	2,585,156	2,705,542	-4.45
24/300 Whole	349	1,125	-68.98	4,354	4,661	-6.59	12,170	10,990	10.74
6/10 Whole	515	579	-11.02	1,205	2,093	-42.43	4,799	6,679	-28.15
6/10 Wedged	1,906	1,818	4.81	8,366	9,713	-13.87	30,918	36,629	-15.59
2.25 Sliced	72,137	94,831	-23.93	305,450	338,806	-9.85	901,143	952,972	-5.44
4.25 Chopped	26,317	34,578	-23.89	108,314	124,075	-12.70	320,552	335,664	-4.50

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Summary Report - Packout and Inventory
Month Ending November 30, 2010
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	10/11	09/10	Percent Change	10/11	09/10	Percent Change	10/11	09/10	Percent Change
Total	1,574,104	1,043,932	50.79	5,203,908	3,227,915	61.22	4,774,253	4,512,383	5.80
Markets									
Consumer	1,275,135	890,490	43.19	4,225,061	2,620,543	61.23	3,478,154	3,583,415	-2.94
Food Service	298,970	153,442	94.84	978,846	607,372	61.16	1,296,098	928,968	39.52
Styles									
Whole	0	0	0.00	3,561	4,232	-15.86	14,841	12,266	20.99
Pitted	1,093,386	726,658	50.47	3,505,877	2,132,891	64.37	2,865,054	3,105,091	-7.73
Wedged	0	0	0.00	0	0	0.00	36,739	57,319	-35.91
Sliced	439,303	309,949	41.73	1,533,117	1,044,009	46.85	1,672,513	1,125,006	48.67
Chopped	41,416	7,325	465.40	161,353	39,434	309.17	174,038	207,646	-16.19
Broken Pitted	0	0	0.00	0	7,348	-100.00	11,069	5,054	119.01
Key Items									
24/300 Pitted	1,060,005	718,840	47.46	3,394,352	2,106,539	61.13	2,673,345	2,875,908	-7.04
6/10 Pitted	33,381	7,818	326.97	103,997	23,681	339.16	175,919	204,207	-13.85
6/10 Sliced	262,936	145,624	80.56	867,085	577,173	50.23	1,048,357	631,516	66.01
24/300 Whole	0	0	0.00	3,561	0	0.00	9,544	6,482	47.24
6/10 Whole	0	0	0.00	0	4,232	-100.00	5,297	5,784	-8.42
6/10 Wedged	0	0	0.00	0	0	0.00	34,420	55,447	-37.92
2.25 Sliced	78,035	120,254	-35.11	344,575	298,284	15.52	320,402	269,431	18.92
4.25 Chopped	38,762	7,325	429.18	153,589	37,149	313.44	130,644	163,172	-19.93

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	4,774,253
Converted Storage	21,526,181
Approximate Supply*	26,300,434

Storage Report
Month Ending November 30, 2010

Whole Canning Sizes	
Size	Tons
Small	35,554
Medium	21,261
Large	20,652
Ex. Large	10,644
Ex.Large Sev. "C"	2,377
Jumbo	4,963
Colossal	3,374
Super Colossal	846
Orchard Run	0
Total Canning Limited	99,672
	39,207
Total	138,879
Total Converted (*155)	21,526,181

Packout - Month Ending November 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	1,779	0				1,779	1,779
Medium	5,644	555,816	0				561,460	567,832
Large	10,035	351,879	0				361,914	373,244
Ex. Large	0	132,764	0				132,764	132,764
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	981	0				981	981
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	16,786	0				16,786	16,786
Total	15,679	1,060,005	0				1,075,684	
Conv. Total	33,381	1,060,005	0					1,093,386
Prior Year	7,818	718,840	0					726,658
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	102,111	37,442	79,715	0	190,330		409,598	439,303
Chopped	692	0	0	50,016	0		50,708	41,416
Total	102,803	37,442	79,715	50,016	190,330		460,306	
Conv. Total	265,589	43,807	54,525	38,762	78,035			480,719
Prior Year	145,624	10,571	33,500	7,325	120,254			317,274
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
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	0						0

Converted Total 1,574,104

*Conversion factor changed as of December 2008.

Consumer 1,275,135
Food Service 298,970

Cumulative Packout - Month Ending November 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	3,561	0				3,561	3,561
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	3,561	0				3,561	
Conv. Total	0	3,561	0					3,561
Prior Year	4,232	0	0					4,232
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	228,662	3,394				232,056	230,634
Medium	27,504	1,390,124	4,163				1,421,791	1,451,099
Large	15,447	1,013,001	5,399				1,033,847	1,049,024
Ex. Large	5,897	701,705	0				707,602	714,260
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	5,805	0				5,805	5,805
Colossal	0	357	0				357	357
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	54,698	0				54,698	54,698
Total	48,848	3,394,352	12,956				3,456,156	
Conv. Total	103,997	3,394,352	7,527					3,505,877
Prior Year	23,681	2,106,539	2,671					2,132,891
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	336,732	64,518	359,607	0	840,427		1,601,284	1,533,117
Chopped	2,025	0	0	198,179	0		200,204	161,353
Total	338,757	64,518	359,607	198,179	840,427		1,801,488	
Conv. Total	874,849	75,486	245,971	153,589	344,575			1,694,470
Prior Year	579,458	23,657	144,894	37,149	298,284			1,083,442
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
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	7,348						7,348

Converted Total 5,203,908

*Conversion factor changed as of December 2008.

Consumer 4,225,061
Food Service 978,846

Inventory - Month Ending November 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	2,111	0				2,111	2,111
Large	0	2,689	0				2,689	2,689
Ex. Large	896	2,955	0				3,851	4,863
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,123	93	0				1,216	2,484
Colossal	469	1,518	0				1,987	2,517
Super Colossal	0	178	0				178	178
Green Ripe Whole	0	0	0				0	0
Total	2,488	9,544	0				12,032	
Conv. Total	5,297	9,544	0					14,841
Prior Year	5,784	6,482	0					12,266
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,407	230,799	3,284				235,490	235,703
Medium	42,897	908,394	16,697				967,988	1,009,423
Large	13,109	709,252	7,196				729,557	741,342
Ex. Large	14,330	451,420	0				465,750	481,929
Ex. Large Sev "C"	0	46	0				46	46
Jumbo	7,911	141,847	0				149,758	158,690
Colossal	1,971	60,341	0				62,312	64,537
Sup. Colossal	1,005	38,398	0				39,403	40,538
Green Ripe Whole	0	132,848	0				132,848	132,848
Total	82,630	2,673,345	27,177				2,783,152	
Conv. Total	175,919	2,673,345	15,790					2,865,054
Prior Year	204,207	2,875,908	24,976					3,105,091
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	13,367	0	0	0	5,655		19,022	36,739
Sliced	407,129	63,212	335,958	0	781,469		1,587,768	1,672,513
Chopped	8,371	1,247	6,804	168,573	0		184,995	174,038
Total	428,867	64,459	342,762	168,573	787,124		1,791,785	
Conv. Total	1,114,872	76,888	238,164	130,644	322,721			1,883,289
Prior Year	718,755	48,251	188,491	163,172	271,302			1,389,971
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	11,058					11,063	11,069
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	11,058					11,063	
Conv. Total	11	11,058						11,069
Prior Year	221	4,833						5,054

Converted Total 4,774,253

*Conversion factor changed as of December 2008.

Consumer 3,478,154
Food Service 1,296,098

Sales - Month Ending November 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	0	0				0	0
Large	0	247	0				247	247
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	242	0	0				242	515
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	242	349	0				591	
Conv. Total	515	349	0					864
Prior Year	579	1,125	0					1,704
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	261	93,853	820				94,934	94,885
Medium	9,515	369,598	1,266				380,379	390,591
Large	1,902	405,344	2,062				409,308	410,591
Ex. Large	3,390	123,275	0				126,665	130,492
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,096	41,080	0				42,176	43,413
Colossal	871	8,314	0				9,185	10,168
Sup. Colossal	0	1,975	0				1,975	1,975
Green Ripe Whole	0	9,730	0				9,730	9,730
Total	17,035	1,053,169	4,148				1,074,352	
Conv. Total	36,268	1,053,169	2,410					1,091,847
Prior Year	34,347	938,403	2,401					975,151
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	740	0	0	0	600		1,340	2,152
Sliced	78,112	13,792	75,959	0	175,943		343,806	341,368
Chopped	239	0	0	33,958	0		34,197	27,234
Total	79,091	13,792	75,959	33,958	176,543		379,343	
Conv. Total	203,960	16,137	51,956	26,317	72,383			370,753
Prior Year	203,410	14,265	63,144	34,578	94,913			410,310
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	1,878					1,878	1,878
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	1,878					1,878	
Conv. Total	0	1,878						1,878
Prior Year	34	8,228						8,262

Converted Total 1,465,342

Consumer 1,224,599
Food Service 240,743

Cumulative Sales - Month Ending November 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,139	0				2,139	2,139
Large	0	1,495	0				1,495	1,495
Ex. Large	0	408	0				408	408
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	566	0	0				566	1,205
Colossal	0	150	0				150	150
Super Colossal	0	60	0				60	60
Green Ripe Whole	0	0	0				0	0
Total	566	4,354	0				4,920	
Conv. Total	1,205	4,354	0					5,559
Prior Year	2,093	4,661	0					6,754
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	984	281,450	2,620				285,054	285,067
Medium	37,896	1,068,451	5,136				1,111,483	1,152,116
Large	7,819	1,292,985	6,538				1,307,342	1,313,430
Ex. Large	15,004	388,910	0				403,914	420,854
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	4,882	140,540	0				145,422	150,934
Colossal	1,853	25,650	0				27,503	29,595
Sup. Colossal	0	6,124	0				6,124	6,124
Green Ripe Whole	0	27,397	0				27,397	27,397
Total	68,438	3,231,507	14,294				3,314,239	
Conv. Total	145,705	3,231,507	8,305					3,385,516
Prior Year	157,948	3,149,780	8,333					3,316,061
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	3,249	0	0	0	2,200		5,449	9,268
Sliced	327,714	47,315	310,429	0	745,000		1,430,458	1,417,006
Chopped	1,970	340	0	139,760	0		142,070	116,666
Total	332,933	47,655	310,429	139,760	747,200		1,577,977	
Conv. Total	859,783	56,158	212,333	108,314	306,352			1,542,940
Prior Year	906,118	40,406	241,819	124,075	339,626			1,652,044
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	3,037					3,037	3,037
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	3,037					3,037	
Conv. Total	0	3,037						3,037
Prior Year	102	17,445						17,547

Converted Total 4,937,052

Consumer 3,930,360
Food Service 1,006,692

Consecutive Sales - 12 Months Month Ending November 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,459	0				2,459	2,459
Large	0	5,331	0				5,331	5,331
Ex. Large	0	918	0				918	918
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,222	1,766	0				3,988	6,497
Colossal	32	1,364	0				1,396	1,432
Super Colossal	0	230	0				230	230
Green Ripe Whole	0	0	0				0	0
Total	2,254	12,170	0				14,424	
Conv. Total	4,799	12,170	0					16,969
Prior Year	6,679	10,990	0					17,669
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,522	743,296	6,620				753,438	754,641
Medium	114,819	2,354,575	16,102				2,485,496	2,608,380
Large	35,568	3,212,571	18,011				3,266,150	3,298,760
Ex. Large	33,772	1,093,859	0				1,127,631	1,165,760
Ex. Large Sev "C"	1,120	0	0				1,120	2,384
Jumbo	16,940	379,266	0				396,206	415,331
Colossal	5,900	76,530	0				82,430	89,091
Sup. Colossal	0	14,998	0				14,998	14,998
Green Ripe Whole	0	76,378	0				76,378	76,378
Total	211,641	7,951,473	40,733				8,203,847	
Conv. Total	450,584	7,951,473	23,666					8,425,723
Prior Year	544,815	7,764,293	25,744					8,334,852
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	12,007	0	0	0	6,000		18,007	33,378
Sliced	1,003,944	107,716	940,539	0	2,197,909		4,250,108	4,255,655
Chopped	5,664	340	1,318	413,616	0		420,938	344,688
Total	1,021,615	108,056	941,857	413,616	2,203,909		4,689,053	
Conv. Total	2,637,790	126,827	644,950	320,552	903,603			4,633,721
Prior Year	2,779,338	119,936	703,097	335,664	955,760			4,893,795
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	99	14,919					15,018	15,130
Bkn. Pitted Green Ripe	0	0					0	0
Total	99	14,919					15,018	
Conv. Total	211	14,919						15,130
Prior Year	324	50,675						50,999

Converted Total 13,091,542

Consumer 9,998,159
Food Service 3,093,383