



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 December 31, 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	1,037,882	1,223,232	-15.15	5,974,934	6,215,639	-3.87	12,906,192	13,319,222	-3.10
Markets									
Consumer	797,621	944,546	-15.56	4,727,981	4,870,691	-2.93	9,851,235	9,997,764	-1.47
Food Service	240,261	278,686	-13.79	1,246,953	1,344,948	-7.29	3,054,957	3,321,458	-8.02
Styles									
Whole	2,415	1,331	81.44	7,974	8,085	-1.37	18,053	17,448	3.47
Pitted	707,492	805,763	-12.20	4,093,008	4,121,824	-0.70	8,327,452	8,329,351	-0.02
Wedged	2,508	3,285	-23.66	11,776	13,817	-14.77	32,601	38,784	-15.94
Sliced	298,639	374,071	-20.17	1,715,644	1,882,806	-8.88	4,180,223	4,493,245	-6.97
Chopped	26,182	36,386	-28.04	142,848	169,163	-15.56	334,485	390,045	-14.24
Broken Pitted	646	2,397	-73.05	3,683	19,944	-81.53	13,379	50,351	-73.43
Key Items									
24/300 Pitted	665,797	761,799	-12.60	3,897,304	3,911,579	-0.36	7,855,471	7,769,684	1.10
6/10 Pitted	40,038	42,218	-5.16	185,742	200,166	-7.21	448,404	534,777	-16.15
6/10 Sliced	195,177	231,235	-15.59	1,039,041	1,119,723	-7.21	2,549,098	2,707,180	-5.84
24/300 Whole	2,134	750	184.53	6,488	5,411	19.90	13,554	11,116	21.93
6/10 Whole	281	581	-51.63	1,486	2,674	-44.43	4,499	6,332	-28.95
6/10 Wedged	2,426	3,039	-20.18	10,792	12,751	-15.36	30,305	35,996	-15.81
2.25 Sliced	50,470	84,474	-40.25	355,920	423,280	-15.91	867,139	969,494	-10.56
4.25 Chopped	23,844	34,806	-31.50	132,158	158,881	-16.82	309,590	344,743	-10.20

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**Summary Report - Packout and Inventory
Month Ending December 31, 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	1,370,003	828,467	65.37	6,573,911	4,056,381	62.06	5,109,002	4,065,903	25.65
Markets									
Consumer	967,207	570,373	69.57	5,192,269	3,190,916	62.72	3,648,368	3,167,305	15.19
Food Service	402,796	258,094	56.07	1,381,642	865,465	59.64	1,460,634	898,599	62.55
Styles									
Whole	1,603	0	0.00	5,164	4,232	22.02	14,028	10,800	29.89
Pitted	878,583	489,096	79.63	4,384,460	2,621,988	67.22	3,039,680	2,745,286	10.72
Wedged	0	0	0.00	0	0	0.00	34,215	54,106	-36.76
Sliced	458,268	320,193	43.12	1,991,385	1,364,202	45.97	1,831,451	1,061,604	72.52
Chopped	26,835	14,141	89.77	188,188	53,575	251.26	174,491	185,393	-5.88
Broken Pitted	4,714	5,036	-6.39	4,714	12,384	-61.93	15,137	8,713	73.72
Key Items									
24/300 Pitted	751,967	465,158	61.66	4,146,319	2,571,697	61.23	2,761,540	2,537,559	8.83
6/10 Pitted	120,846	23,938	404.83	224,844	47,619	372.17	258,243	184,499	39.97
6/10 Sliced	281,950	234,155	20.41	1,149,035	811,328	41.62	1,135,668	626,230	81.35
24/300 Whole	1,603	0	0.00	5,164	0	0.00	9,012	5,627	60.16
6/10 Whole	0	0	0.00	0	4,232	-100.00	5,016	5,173	-3.04
6/10 Wedged	0	0	0.00	0	0	0.00	31,979	52,481	-39.07
2.25 Sliced	94,444	35,285	167.66	439,019	333,569	31.61	363,932	219,879	65.51
4.25 Chopped	26,835	14,141	89.77	180,424	51,290	251.77	133,474	142,682	-6.45

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

Approximate Supply in Converted Cases	
Total Inventory*	5,109,002
Converted Storage	20,966,856
Approximate Supply*	26,075,858

**Storage Report
Month Ending December 31, 2010**

Whole Canning Sizes	
Size	Tons
Small	35,632
Medium	19,198
Large	20,039
Ex. Large	10,001
Ex. Large Sev. "C"	1,992
Jumbo	6,333
Colossal	4,042
Super Colossal	941
Orchard Run	0
Total Canning	98,179
Limited	37,092
Total	135,270
Total Converted (*155)	20,966,856

Packout - Month Ending December 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	686	0				686	686
Colossal	0	917	0				917	917
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	0	1,603	0				1,603	
Conv. Total	0	1,603	0					1,603
Prior Year	0	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,729	24,781	0				27,510	30,591
Medium	29,380	356,906	5,129				391,415	422,436
Large	2,746	167,750	4,802				175,298	176,386
Ex. Large	20,790	92,152	0				112,942	136,414
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,117	55,604	0				56,721	57,982
Colossal	0	54,774	0				54,774	54,774
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	56,762	751,967	9,931				818,660	
Conv. Total	120,846	751,967	5,770					878,583
Prior Year	23,938	465,158	0					489,096
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	109,495	17,090	90,467	0	230,350		447,402	458,268
Chopped	0	0	0	34,626	0		34,626	26,835
Total	109,495	17,090	90,467	34,626	230,350		482,028	
Conv. Total	281,950	19,995	61,879	26,835	94,444			485,103
Prior Year	234,155	17,123	33,630	14,141	35,285			334,334
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	4,714					4,714	4,714
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	4,714					4,714	
Conv. Total	0	4,714						4,714
Prior Year	0	5,036						5,036

*Conversion factor changed as of December 2008.

Converted Total

1,370,003

Consumer
Food Service

967,207
402,796

Cumulative Packout - Month Ending December 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	3,561	0				3,561	3,561
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	686	0				686	686
Colossal	0	917	0				917	917
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	0	5,164	0				5,164	
Conv. Total	0	5,164	0					5,164
Prior Year	4,232	0	0					4,232
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,729	253,443	3,394				259,566	261,225
Medium	56,884	1,747,030	9,292				1,813,206	1,873,535
Large	18,193	1,180,751	10,201				1,209,145	1,225,411
Ex. Large	26,687	793,857	0				820,544	850,674
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,117	61,409	0				62,526	63,787
Colossal	0	55,131	0				55,131	55,131
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	54,698	0				54,698	54,698
Total	105,610	4,146,319	22,887				4,274,816	
Conv. Total	224,844	4,146,319	13,297					4,384,460
Prior Year	47,619	2,571,697	2,671					2,621,987
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	446,227	81,608	450,074	0	1,070,777		2,048,686	1,991,385
Chopped	2,025	0	0	232,805	0		234,830	188,188
Total	448,252	81,608	450,074	232,805	1,070,777		2,283,516	
Conv. Total	1,156,798	95,481	307,851	180,424	439,019			2,179,573
Prior Year	813,613	40,780	178,524	51,290	333,569			1,417,776
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	4,714					4,714	4,714
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	4,714					4,714	
Conv. Total	0	4,714						4,714
Prior Year	0	12,384						12,384

*Conversion factor changed as of December 2008.

Converted Total

6,573,911

Consumer
Food Service

5,192,269
1,381,642

Inventory - Month Ending December 31, 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	2,595	0				2,595	2,595
Ex. Large	392	2,546	0				2,938	3,381
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,495	779	0				2,274	3,962
Colossal	469	803	0				1,272	1,802
Super Colossal	0	178	0				178	178
Green Ripe Whole	0	0	0				0	0
Total	2,356	9,012	0				11,368	
Conv. Total	5,016	9,012	0					14,028
Prior Year	5,173	5,627	0					10,800
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	4,173	219,433	2,683				226,289	229,876
Medium	63,007	994,507	21,160				1,078,674	1,140,943
Large	13,376	692,534	10,402				716,312	727,055
Ex. Large	29,903	431,057	0				460,960	494,720
Ex. Large Sev "C"	0	46	0				46	46
Jumbo	8,232	183,963	0				192,195	201,489
Colossal	1,991	85,743	0				87,734	89,982
Sup. Colossal	616	30,288	0				30,904	31,599
Green Ripe Whole	0	123,969	0				123,969	123,969
Total	121,298	2,761,540	34,245				2,917,083	
Conv. Total	258,243	2,761,540	19,896					3,039,680
Prior Year	184,499	2,537,559	23,228					2,745,286
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	12,419	0	0	0	5,455		17,874	34,215
Sliced	441,036	68,114	368,653	0	887,638		1,765,441	1,831,451
Chopped	7,751	1,247	6,804	172,225	0		188,027	174,491
Total	461,206	69,361	375,457	172,225	893,093		1,971,342	
Conv. Total	1,197,364	82,624	260,528	133,474	366,168			2,040,158
Prior Year	708,739	58,723	169,456	142,682	221,504			1,301,104
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	15,126					15,131	15,137
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	15,126					15,131	
Conv. Total	11	15,126						15,137
Prior Year	187	8,526						8,713

*Conversion factor changed as of December 2008.

Converted Total 5,109,002

Consumer 3,648,368
Food Service 1,460,634

Sales - Month Ending December 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	502	0				502	502
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	132	1,020	0				1,152	1,301
Colossal	0	612	0				612	612
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	132	2,134	0				2,266	
Conv. Total	281	2,134	0					2,415
Prior Year	581	750	0					1,331
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	73	65,488	600				66,161	65,992
Medium	10,028	154,718	657				165,403	176,449
Large	2,056	272,763	1,595				276,414	278,067
Ex. Large	4,579	112,681	0				117,260	122,430
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,703	39,163	0				40,866	42,789
Colossal	367	8,989	0				9,356	9,770
Sup. Colossal	0	2,817	0				2,817	2,817
Green Ripe Whole	0	9,178	0				9,178	9,178
Total	18,806	665,797	2,852				687,455	
Conv. Total	40,038	665,797	1,657					707,492
Prior Year	42,218	761,799	1,746					805,763
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	942	0	0	0	200		1,142	2,508
Sliced	75,797	12,069	56,829	0	123,097		267,792	298,639
Chopped	610	0	0	30,766	0		31,376	26,182
Total	77,349	12,069	56,829	30,766	123,297		300,310	
Conv. Total	199,942	14,121	38,871	23,844	50,552			327,329
Prior Year	235,853	6,635	51,727	34,806	84,720			413,741
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	646					646	646
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	646					646	
Conv. Total	0	646						646
Prior Year	34	2,363						2,397

Converted Total 1,037,882

Consumer 797,621
Food Service 240,261

Cumulative Sales - Month Ending December 31, 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	1,997	0				1,997	1,997
Ex. Large	0	408	0				408	408
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	698	1,020	0				1,718	2,506
Colossal	0	762	0				762	762
Super Colossal	0	60	0				60	60
Green Ripe Whole	0	0	0				0	0
Total	698	6,488	0				7,186	
Conv. Total	1,486	6,488	0					7,974
Prior Year	2,674	5,411	0					8,085
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,057	346,938	3,220				351,215	351,059
Medium	47,924	1,223,169	5,793				1,276,886	1,328,565
Large	9,875	1,565,748	8,133				1,583,756	1,591,497
Ex. Large	19,583	501,591	0				521,174	543,283
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	6,585	179,703	0				186,288	193,722
Colossal	2,220	34,639	0				36,859	39,365
Sup. Colossal	0	8,941	0				8,941	8,941
Green Ripe Whole	0	36,575	0				36,575	36,575
Total	87,244	3,897,304	17,146				4,001,694	
Conv. Total	185,742	3,897,304	9,962					4,093,008
Prior Year	200,166	3,911,579	10,079					4,121,824
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	4,191	0	0	0	2,400		6,591	11,776
Sliced	403,511	59,384	367,258	0	868,097		1,698,250	1,715,644
Chopped	2,580	340	0	170,526	0		173,446	142,848
Total	410,282	59,724	367,258	170,526	870,497		1,878,287	
Conv. Total	1,059,724	70,278	251,204	132,158	356,904			1,870,269
Prior Year	1,141,972	47,041	293,546	158,881	424,346			2,065,786
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	3,683					3,683	3,683
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	3,683					3,683	
Conv. Total	0	3,683						3,683
Prior Year	136	19,808						19,944

Converted Total 5,974,934

Consumer 4,727,981
Food Service 1,246,953

Consecutive Sales - 12 Months Month Ending December 31, 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	5,536	0				5,536	5,536
Ex. Large	0	918	0				918	918
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,085	2,348	0				4,433	6,787
Colossal	28	1,966	0				1,994	2,026
Super Colossal	0	225	0				225	225
Green Ripe Whole	0	0	0				0	0
Total	2,113	13,554	0				15,667	
Conv. Total	4,499	13,554	0					18,053
Prior Year	6,332	11,116	0					17,448
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,301	735,546	6,920				745,767	746,594
Medium	115,376	2,316,856	15,359				2,447,591	2,571,415
Large	35,521	3,176,969	18,301				3,230,791	3,263,226
Ex. Large	32,577	1,092,504	0				1,125,081	1,161,860
Ex. Large Sev "C"	892	0	0				892	1,899
Jumbo	17,300	366,565	0				383,865	403,397
Colossal	5,650	75,769	0				81,419	87,798
Sup. Colossal	0	15,717	0				15,717	15,717
Green Ripe Whole	0	75,545	0				75,545	75,545
Total	210,617	7,855,471	40,580				8,106,668	
Conv. Total	448,404	7,855,471	23,577					8,327,452
Prior Year	534,777	7,769,684	24,889					8,329,350
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	11,769	0	0	0	5,600		17,369	32,601
Sliced	989,941	114,114	921,744	0	2,114,972		4,140,771	4,180,223
Chopped	5,862	340	1,318	399,471	0		406,991	334,485
Total	1,007,572	114,454	923,062	399,471	2,120,572		4,565,131	
Conv. Total	2,601,878	134,312	632,094	309,590	869,435			4,547,309
Prior Year	2,780,009	120,208	704,831	344,743	972,282			4,922,073
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	83	13,202					13,285	13,379
Bkn. Pitted Green Ripe	0	0					0	0
Total	83	13,202					13,285	
Conv. Total	177	13,202						13,379
Prior Year	341	50,010						50,351

Converted Total 12,906,192

Consumer 9,851,235
Food Service 3,054,957