



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, 2011
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	792,666	793,894	-0.15	7,627,767	7,797,005	-2.17	12,977,659	13,263,874	-2.16
Markets									
Consumer	551,607	554,362	-0.50	5,896,378	5,974,117	-1.30	9,916,206	9,958,374	-0.42
Food Service	241,059	239,532	0.64	1,731,389	1,822,888	-5.02	3,061,453	3,305,499	-7.38
Styles									
Whole	1,199	2,158	-44.46	9,740	11,148	-12.63	16,756	17,687	-5.26
Pitted	419,811	434,607	-3.40	5,013,799	5,009,958	0.08	8,360,109	8,295,880	0.77
Wedged	1,884	3,847	-51.02	15,125	20,211	-25.17	29,557	37,251	-20.66
Sliced	333,649	325,903	2.38	2,376,993	2,514,703	-5.48	4,209,674	4,474,196	-5.91
Chopped	27,284	26,309	3.70	199,263	218,372	-8.75	341,690	392,793	-13.01
Broken Pitted	8,840	1,071	725.40	12,846	22,613	-43.19	19,873	46,067	-56.86
Key Items									
24/300 Pitted	384,077	401,414	-4.32	4,749,062	4,727,745	0.45	7,891,063	7,755,998	1.74
6/10 Pitted	34,013	31,760	7.09	251,837	268,861	-6.33	445,804	515,105	-13.45
6/10 Sliced	200,513	202,277	-0.87	1,448,682	1,519,904	-4.69	2,558,559	2,712,090	-5.66
24/300 Whole	909	1,768	-48.59	7,856	7,854	0.03	12,479	11,796	5.79
6/10 Whole	290	390	-25.76	1,884	3,294	-42.80	4,277	5,891	-27.39
6/10 Wedged	1,720	3,765	-54.31	13,895	19,063	-27.11	27,097	34,791	-22.12
2.25 Sliced	73,003	65,417	11.60	489,312	545,923	-10.37	877,889	954,623	-8.04
4.25 Chopped	22,759	23,875	-4.67	183,374	204,898	-10.50	314,790	346,899	-9.26

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Summary Report - Packout and Inventory
Month Ending February 28, 2011
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	1,182,089	941,461	25.56	8,777,338	5,916,678	48.35	5,648,692	4,365,234	29.40
Markets									
Consumer	919,874	615,256	49.51	6,825,290	4,336,266	57.40	4,103,865	3,230,089	27.05
Food Service	262,215	326,205	-19.62	1,952,049	1,580,413	23.52	1,544,827	1,135,145	36.09
Styles									
Whole	4,872	890	447.42	10,036	10,200	-1.61	17,132	13,786	24.27
Pitted	808,737	551,851	46.55	5,791,452	3,569,391	62.25	3,517,306	2,824,454	24.53
Wedged	0	0	0.00	0	0	0.00	30,769	47,706	-35.50
Sliced	339,092	354,909	-4.46	2,708,048	2,217,295	22.13	1,884,215	1,283,184	46.84
Chopped	27,501	31,447	-12.55	259,725	105,045	147.25	189,976	187,697	1.21
Broken Pitted	1,887	2,363	-20.14	8,077	14,747	-45.23	9,295	8,407	10.56
Key Items									
24/300 Pitted	771,163	464,901	65.88	5,508,388	3,387,033	62.63	3,263,396	2,556,210	27.67
6/10 Pitted	32,559	86,950	-62.55	262,817	177,993	47.66	230,243	246,762	-6.69
6/10 Sliced	221,605	230,486	-3.85	1,663,406	1,383,442	20.24	1,238,634	796,939	55.42
24/300 Whole	4,872	890	447.42	10,036	5,968	68.16	12,516	9,236	35.51
6/10 Whole	0	0	0.00	0	4,232	-100.00	4,616	4,550	1.44
6/10 Wedged	0	0	0.00	0	0	0.00	28,778	46,165	-37.66
2.25 Sliced	48,100	71,354	-32.59	524,719	444,119	18.15	315,422	209,500	50.56
4.25 Chopped	19,449	21,750	-10.58	231,333	89,371	158.85	133,564	134,488	-0.69

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	5,648,692
Converted Storage	19,085,782
Approximate Supply*	24,734,475

Storage Report
Month Ending February 28, 2011

Whole Canning Sizes	
Size	Tons
Small	34,525
Medium	16,214
Large	16,698
Ex. Large	7,855
Ex.Large Sev. "C"	1,992
Jumbo	6,465
Colossal	4,171
Super Colossal	918
Orchard Run	0
Total Canning	88,839
Limited	34,295
Total	123,134
Total Converted (*155)	19,085,782

Packout - Month Ending February 28, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,178	0				1,178	1,178
Large	0	2,561	0				2,561	2,561
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	1,133	0				1,133	1,133
Green Ripe Whole	0	0	0				0	0
Total	0	4,872	0				4,872	
Conv. Total	0	4,872	0					4,872
Prior Year	0	890	0					890
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	32,281	0				32,281	32,281
Medium	10,316	286,410	3,299				300,025	310,289
Large	2,908	288,597	5,333				296,838	297,887
Ex. Large	2,069	132,379	0				134,448	136,784
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	0	0				0	0
Colossal	0	3,019	0				3,019	3,019
Sup. Colossal	0	28,477	0				28,477	28,477
Green Ripe Whole	0	0	0				0	0
Total	15,293	771,163	8,632				795,088	
Conv. Total	32,559	771,163	5,015					808,737
Prior Year	86,950	464,901	0					551,851
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	86,060	25,582	57,685	0	117,317		286,644	339,092
Chopped	2,100	0	0	25,096	0		27,196	27,501
Total	88,160	25,582	57,685	25,096	117,317		313,840	
Conv. Total	229,656	29,931	39,457	19,449	48,100			366,593
Prior Year	239,254	11,739	42,258	21,750	71,354			386,355
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	1,887					1,887	1,887
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	1,887					1,887	
Conv. Total	0	1,887						1,887
Prior Year	0	2,363						2,363

Converted Total 1,182,089

*Conversion factor changed as of December 2008.

Consumer 919,874
Food Service 262,215

Cumulative Packout - Month Ending February 28, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,178	0				1,178	1,178
Large	0	2,561	0				2,561	2,561
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	1,133	0				1,133	1,133
Green Ripe Whole	0	0	0				0	0
Total	0	10,036	0				10,036	
Conv. Total	0	10,036	0					10,036
Prior Year	4,232	5,968	0					10,200
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	4,674	302,474	6,725				313,873	316,332
Medium	67,200	2,179,079	12,591				2,258,870	2,329,463
Large	21,101	1,623,445	15,534				1,660,080	1,677,394
Ex. Large	28,756	1,115,176	0				1,143,932	1,176,398
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,117	112,190	0				113,307	114,568
Colossal	598	92,849	0				93,447	94,122
Sup. Colossal	0	28,477	0				28,477	28,477
Green Ripe Whole	0	54,698	0				54,698	54,698
Total	123,446	5,508,388	34,850				5,666,684	
Conv. Total	262,817	5,508,388	20,248					5,791,452
Prior Year	177,993	3,387,033	4,365					3,569,391
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	645,983	115,399	562,728	0	1,279,802		2,603,912	2,708,048
Chopped	6,736	1,092	0	298,494	0		306,322	259,725
Total	652,719	116,491	562,728	298,494	1,279,802		2,910,234	
Conv. Total	1,689,232	137,583	384,906	231,333	524,719			2,967,773
Prior Year	1,398,187	52,519	338,142	89,371	444,119			2,322,338
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	8,077					8,077	8,077
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	8,077					8,077	
Conv. Total	0	8,077						8,077
Prior Year	0	14,747						14,747

Converted Total 8,777,338

*Conversion factor changed as of December 2008.

Consumer 6,825,290
 Food Service 1,952,049

Inventory - Month Ending February 28, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	3,016	0				3,016	3,016
Large	0	5,165	0				5,165	5,165
Ex. Large	392	1,832	0				2,224	2,667
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,308	779	0				2,087	3,564
Colossal	468	443	0				911	1,439
Super Colossal	0	1,281	0				1,281	1,281
Green Ripe Whole	0	0	0				0	0
Total	2,168	12,516	0				14,684	
Conv. Total	4,616	12,516	0					17,132
Prior Year	4,550	9,236	0					13,786
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	5,218	218,398	5,610				229,226	232,767
Medium	56,334	1,118,669	21,139				1,196,142	1,250,886
Large	12,495	860,553	13,987				887,035	895,281
Ex. Large	25,127	588,903	0				614,030	642,398
Ex. Large Sev "C"	0	46	0				46	46
Jumbo	6,769	218,769	0				225,538	233,180
Colossal	2,203	97,458	0				99,661	102,148
Sup. Colossal	0	52,010	0				52,010	52,010
Green Ripe Whole	0	108,590	0				108,590	108,590
Total	108,146	3,263,396	40,736				3,412,278	
Conv. Total	230,243	3,263,396	23,668					3,517,306
Prior Year	246,762	2,556,210	21,482					2,824,454
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	11,176	0	0	0	4,855		16,031	30,769
Sliced	481,023	79,920	345,983	0	769,322		1,676,248	1,884,215
Chopped	11,097	2,339	6,804	172,341	0		192,581	189,976
Total	503,296	82,259	352,787	172,341	774,177		1,884,860	
Conv. Total	1,309,958	99,003	245,021	133,564	317,413			2,104,960
Prior Year	883,748	52,129	237,181	134,488	211,041			1,518,587
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	9,284					9,289	9,295
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	9,284					9,289	
Conv. Total	11	9,284						9,295
Prior Year	85	8,322						8,407

Converted Total 5,648,692

*Conversion factor changed as of December 2008.

Consumer	4,103,865
Food Service	1,544,827

Sales - Month Ending February 28, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	272	0				272	272
Large	0	247	0				247	247
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	136	0	0				136	290
Colossal	0	360	0				360	360
Super Colossal	0	30	0				30	30
Green Ripe Whole	0	0	0				0	0
Total	136	909	0				1,045	
Conv. Total								1,199
Prior Year	390	1,768	0					2,158
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	554	37,081	300				37,935	38,435
Medium	9,006	111,526	1,608				122,140	131,634
Large	1,997	151,246	1,054				154,297	156,110
Ex. Large	2,726	52,428	0				55,154	58,232
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,199	18,802	0				20,001	21,355
Colossal	494	3,743	0				4,237	4,795
Sup. Colossal	0	1,540	0				1,540	1,540
Green Ripe Whole	0	7,711	0				7,711	7,711
Total	15,976	384,077	2,962				403,015	
Conv. Total								419,811
Prior Year	31,760	401,414	1,433					434,607
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	668	0	0	0	400		1,068	1,884
Sliced	77,869	9,408	71,822	0	178,056		337,155	333,649
Chopped	1,180	0	0	29,367	0		30,547	27,284
Total	79,717	9,408	71,822	29,367	178,456		368,770	
Conv. Total								362,817
Prior Year	207,314	9,133	50,237	23,875	65,499			356,058
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	8,840					8,840	8,840
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	8,840					8,840	
Conv. Total								8,840
Prior Year	68	1,003						1,071

Converted Total 792,666

Consumer 551,607
Food Service 241,059

Cumulative Sales - Month Ending February 28, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,411	0				2,411	2,411
Large	0	2,499	0				2,499	2,499
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	885	1,020	0				1,905	2,904
Colossal	0	1,122	0				1,122	1,122
Super Colossal	0	90	0				90	90
Green Ripe Whole	0	0	0				0	0
Total	885	7,856	0				8,741	
Conv. Total	1,884	7,856	0					9,740
Prior Year	3,294	7,854	0					11,148
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,273	433,901	3,620				439,794	440,843
Medium	64,635	1,450,434	8,706				1,523,775	1,593,100
Large	13,311	1,911,861	9,877				1,935,049	1,945,939
Ex. Large	26,078	625,736	0				651,814	681,256
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	8,840	220,841	0				229,681	239,661
Colossal	3,152	43,651	0				46,803	50,362
Sup. Colossal	0	10,661	0				10,661	10,661
Green Ripe Whole	0	51,977	0				51,977	51,977
Total	118,289	4,749,062	22,203				4,889,554	
Conv. Total	251,837	4,749,062	12,900					5,013,799
Prior Year	268,861	4,727,745	13,352					5,009,958
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	5,396	0	0	0	3,000		8,396	15,125
Sliced	562,595	81,410	502,557	0	1,193,445		2,340,007	2,376,993
Chopped	3,936	340	0	236,611	0		240,887	199,263
Total	571,927	81,750	502,557	236,611	1,196,445		2,589,290	
Conv. Total	1,477,667	96,049	343,749	183,374	490,542			2,591,381
Prior Year	1,550,496	65,206	385,616	204,898	547,071			2,753,287
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	12,846					12,846	12,846
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	12,846					12,846	
Conv. Total	0	12,846						12,846
Prior Year	238	22,375						22,613

Converted Total 7,627,767

Consumer 5,896,378
Food Service 1,731,389

Consecutive Sales - 12 Months Month Ending February 28, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,731	0				2,731	2,731
Large	0	5,281	0				5,281	5,281
Ex. Large	0	1,122	0				1,122	1,122
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,005	1,838	0				3,843	6,107
Colossal	4	1,213	0				1,217	1,222
Super Colossal	0	192	0				192	192
Green Ripe Whole	0	0	0				0	0
Total	2,009	12,479	0				14,488	
Conv. Total	4,277	12,479	0					16,756
Prior Year	5,891	11,796	0					17,687
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	4,104	744,779	6,620				755,503	757,363
Medium	115,120	2,348,292	15,806				2,479,218	2,602,566
Large	32,864	3,186,154	17,577				3,236,595	3,266,334
Ex. Large	35,029	1,075,956	0				1,110,985	1,150,533
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	16,615	365,064	0				381,679	400,437
Colossal	5,664	76,123	0				81,787	88,182
Sup. Colossal	0	15,418	0				15,418	15,418
Green Ripe Whole	0	79,277	0				79,277	79,277
Total	209,396	7,891,063	40,003				8,140,462	
Conv. Total	445,804	7,891,063	23,242					8,360,109
Prior Year	515,105	7,755,998	24,777					8,295,880
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,523	0	0	0	6,000		16,523	29,557
Sliced	993,615	120,614	924,135	0	2,141,192		4,179,556	4,209,674
Chopped	6,688	340	374	406,180	0		413,582	341,690
Total	1,010,826	120,954	924,509	406,180	2,147,192		4,609,661	
Conv. Total	2,611,297	141,917	632,568	314,790	880,349			4,580,921
Prior Year	2,784,129	117,789	698,340	346,899	957,083			4,904,240
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	35	19,798					19,833	19,873
Bkn. Pitted Green Ripe	0	0					0	0
Total	35	19,798					19,833	
Conv. Total	75	19,798						19,873
Prior Year	375	45,692						46,067

Converted Total 12,977,659

Consumer 9,916,206
Food Service 3,061,453