



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

Month Ending April 30, 2011 Released: May 31, 2011

Frequency: Monthly

Summary Report - Sales
Month Ending April 30, 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	1,066,013	898,962	18.58	9,786,243	9,849,544	-0.64	13,083,596	13,241,239	-1.19
Markets									
Consumer	793,820	650,519	22.03	7,507,690	7,481,902	0.34	10,019,732	9,979,158	0.41
Food Service	272,192	248,443	9.56	2,278,552	2,367,642	-3.76	3,063,863	3,262,081	-6.08
Styles									
Whole	553	1,271	-56.49	11,297	13,546	-16.60	15,915	16,928	-5.98
Pitted	667,475	536,855	24.33	6,369,451	6,269,801	1.59	8,455,918	8,319,725	1.64
Wedged	2,242	3,117	-28.08	20,502	26,751	-23.36	28,394	36,602	-22.42
Sliced	369,712	333,067	11.00	3,119,472	3,246,888	-3.92	4,219,968	4,447,665	-5.12
Chopped	25,878	23,784	8.80	252,198	267,055	-5.56	345,942	379,942	-8.95
Broken Pitted	153	867	-82.35	13,322	25,504	-47.77	17,458	40,378	-56.76
Key Items									
24/300 Pitted	631,767	500,948	26.11	6,024,477	5,906,819	1.99	7,987,404	7,801,750	2.38
6/10 Pitted	33,992	34,764	-2.22	324,059	345,081	-6.09	441,806	492,742	-10.34
6/10 Sliced	231,984	209,677	10.64	1,911,984	1,979,884	-3.43	2,561,880	2,698,930	-5.08
24/300 Whole	289	988	-70.75	8,474	9,409	-9.94	11,542	11,297	2.17
6/10 Whole	264	283	-6.72	2,823	4,137	-31.76	4,373	5,631	-22.34
6/10 Wedged	1,996	2,871	-30.49	18,944	25,029	-24.31	26,180	34,060	-23.14
2.25 Sliced	68,182	71,310	-4.39	635,160	693,733	-8.44	875,926	953,574	-8.14
4.25 Chopped	21,574	22,825	-5.48	228,700	251,445	-9.05	313,569	344,637	-9.01

VIC TOLOMEO, Director
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Summary Report - Packout and Inventory
Month Ending April 30, 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	1,516,082	1,140,054	32.98	11,905,048	8,052,952	47.83	6,607,754	4,448,163	48.55
Markets									
Consumer	1,121,642	878,398	27.69	9,144,477	6,018,438	51.94	4,806,661	3,403,287	41.24
Food Service	394,441	261,656	50.75	2,760,571	2,034,514	35.69	1,801,093	1,044,876	72.37
Styles									
Whole	4,492	2,063	117.74	16,610	18,306	-9.26	22,143	19,484	13.65
Pitted	903,323	814,350	10.93	7,685,620	5,062,822	51.81	4,048,945	3,059,320	32.35
Wedged	0	0	0.00	0	0	0.00	25,429	41,076	-38.09
Sliced	558,738	304,578	83.45	3,824,681	2,818,584	35.70	2,255,312	1,150,290	96.06
Chopped	43,615	19,063	128.79	353,205	138,493	155.03	230,303	172,481	33.52
Broken Pitted	5,914	0	0.00	24,932	14,747	69.06	25,622	5,513	364.75
Key Items									
24/300 Pitted	884,420	751,184	17.74	7,347,915	4,803,072	52.98	3,820,126	2,796,110	36.62
6/10 Pitted	18,903	59,529	-68.25	317,457	249,018	27.48	208,849	241,358	-13.47
6/10 Sliced	372,340	202,127	84.21	2,412,499	1,762,134	36.91	1,523,246	716,396	112.63
24/300 Whole	4,492	2,063	117.74	16,610	9,690	71.41	18,468	11,402	61.97
6/10 Whole	0	0	0.00	0	8,616	-100.00	3,675	8,082	-54.53
6/10 Wedged	0	0	0.00	0	0	0.00	23,767	40,108	-40.74
2.25 Sliced	95,981	74,437	28.94	755,859	571,418	32.28	398,654	189,301	110.59
4.25 Chopped	40,417	19,063	112.02	320,024	122,820	160.56	176,863	121,463	45.61

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	6,607,754
Converted Storage	16,467,003
Approximate Supply*	23,074,757

Storage Report
Month Ending April 30, 2011

Whole Canning Sizes	
Size	Tons
Small	32,769
Medium	14,286
Large	13,209
Ex. Large	4,855
Ex. Large Sev. "C"	2,035
Jumbo	5,994
Colossal	3,170
Super Colossal	493
Orchard Run	0
Total Canning	76,812
Limited	29,427
Total	106,239
Total Converted (*155)	16,467,003

Packout - Month Ending April 30, 2011

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	3,430	0				3,430	3,430
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	1,062	0				1,062	1,062
Green Ripe Whole	0	0	0				0	0
Total	0	4,492	0				4,492	
Conv. Total	0	4,492	0					4,492
Prior Year	0	2,063	0					2,063
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	55,104	0				55,104	55,104
Medium	0	149,862	0				149,862	149,862
Large	0	353,656	0				353,656	353,656
Ex. Large	8,879	207,862	0				216,741	226,765
Ex. Large Sev "C"	0	6,170	0				6,170	6,170
Jumbo	0	34,998	0				34,998	34,998
Colossal	0	36,168	0				36,168	36,168
Sup. Colossal	0	40,600	0				40,600	40,600
Green Ripe Whole	0	0	0				0	0
Total	8,879	884,420	0				893,299	
Conv. Total	18,903	884,420	0					903,323
Prior Year	59,529	751,184	3,637					814,350
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	144,598	0	132,190	0	234,099		510,887	558,738
Chopped	834	0	0	52,151	0		52,985	43,615
Total	145,432	0	132,190	52,151	234,099		563,872	
Conv. Total	375,537	0	90,418	40,417	95,981			602,353
Prior Year	202,127	9,262	18,753	19,063	74,437			323,642
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	5,914					5,914	5,914
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	5,914					5,914	
Conv. Total	0	5,914						5,914
Prior Year	0	0						0

Converted Total 1,516,082

*Conversion factor changed as of December 2008.

Consumer	1,121,642
Food Service	394,441

Cumulative Packout - Month Ending April 30, 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	5,991	0				5,991	5,991
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	2,999	0				2,999	2,999
Super Colossal	0	2,195	0				2,195	2,195
Green Ripe Whole	0	0	0				0	0
Total	0	16,610	0				16,610	
Conv. Total	0	16,610	0					16,610
Prior Year	8,616	9,690	0					18,306
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	4,674	402,229	6,725				413,628	416,087
Medium	77,388	2,520,005	12,591				2,609,984	2,692,079
Large	22,967	2,314,686	15,534				2,353,187	2,372,608
Ex. Large	39,033	1,476,028	0				1,515,061	1,559,129
Ex. Large Sev "C"	0	6,170	0				6,170	6,170
Jumbo	2,771	210,932	0				213,703	216,831
Colossal	2,278	261,424	0				263,702	266,274
Sup. Colossal	0	101,743	0				101,743	101,743
Green Ripe Whole	0	54,698	0				54,698	54,698
Total	149,111	7,347,915	34,850				7,531,876	
Conv. Total	317,457	7,347,915	20,248					7,685,620
Prior Year	249,018	4,803,072	10,731					5,062,821
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	936,893	122,175	750,553	0	1,843,558		3,653,179	3,824,681
Chopped	7,985	1,092	0	412,934	0		422,011	353,205
Total	944,878	123,267	750,553	412,934	1,843,558		4,075,190	
Conv. Total	2,443,114	145,511	513,378	320,024	755,859			4,177,886
Prior Year	1,776,880	61,781	424,179	122,820	571,418			2,957,078
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	24,932					24,932	24,932
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	24,932					24,932	
Conv. Total	0	24,932						24,932
Prior Year	0	14,747						14,747

Converted Total 11,905,048

*Conversion factor changed as of December 2008.

Consumer 9,144,477
Food Service 2,760,571

Inventory - Month Ending April 30, 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	8,261	0				8,261	8,261
Ex. Large	168	1,832	0				2,000	2,190
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,202	627	0				1,829	3,186
Colossal	356	2,525	0				2,881	3,283
Super Colossal	0	2,207	0				2,207	2,207
Green Ripe Whole	0	0	0				0	0
Total	1,726	18,468	0				20,194	
Conv. Total	3,675	18,468	0					22,143
Prior Year	8,082	11,402	0					19,484
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	4,658	216,259	4,812				225,729	228,972
Medium	49,005	1,062,732	18,683				1,130,420	1,177,918
Large	9,722	1,214,439	10,878				1,235,039	1,241,457
Ex. Large	24,388	589,826	0				614,214	641,748
Ex. Large Sev "C"	0	6,216	0				6,216	6,216
Jumbo	7,015	294,247	0				301,262	309,182
Colossal	3,309	228,108	0				231,417	235,153
Sup. Colossal	0	114,778	0				114,778	114,778
Green Ripe Whole	0	93,521	0				93,521	93,521
Total	98,097	3,820,126	34,373				3,952,596	
Conv. Total	208,849	3,820,126	19,971					4,048,945
Prior Year	241,358	2,796,110	21,851					3,059,319
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,230	0	0	0	4,054		13,284	25,429
Sliced	591,552	63,381	379,029	0	972,328		2,006,290	2,255,312
Chopped	10,836	1,505	6,795	228,210	0		247,346	230,303
Total	611,618	64,886	385,824	228,210	976,382		2,266,920	
Conv. Total	1,588,559	77,693	267,614	176,863	400,317			2,511,044
Prior Year	795,419	42,171	214,524	121,463	190,269			1,363,846
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	25,611					25,616	25,622
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	25,611					25,616	
Conv. Total	11	25,611						25,622
Prior Year	17	5,496						5,513

Converted Total 6,607,754

*Conversion factor changed as of December 2008.

Consumer 4,806,661
 Food Service 1,801,093

Sales - Month Ending April 30, 2011

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	153	0				153	153
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	124	0	0				124	264
Colossal	0	0	0				0	0
Super Colossal	0	136	0				136	136
Green Ripe Whole	0	0	0				0	0
Total	124	289	0				413	
Conv. Total	264	289	0					553
Prior Year	283	988	0					1,271
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	285	61,812	300				62,397	62,593
Medium	9,145	195,045	1,240				205,430	215,235
Large	2,254	247,140	1,414				250,808	252,760
Ex. Large	2,703	88,010	0				90,713	93,765
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,216	28,024	0				29,240	30,613
Colossal	363	5,777	0				6,140	6,550
Sup. Colossal	0	637	0				637	637
Green Ripe Whole	0	5,322	0				5,322	5,322
Total	15,966	631,767	2,954				650,687	
Conv. Total	33,992	631,767	1,716					667,475
Prior Year	34,764	500,948	1,142					536,854
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	775	0	0	0	600		1,375	2,242
Sliced	90,091	14,094	77,567	0	166,297		348,049	369,712
Chopped	1,032	148	0	27,837	0		29,017	25,878
Total	91,898	14,242	77,567	27,837	166,897		378,441	
Conv. Total	237,937	16,838	53,056	21,574	68,428			397,832
Prior Year	213,361	10,844	41,383	22,825	71,556			359,969
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	153					153	153
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	153					153	
Conv. Total	0	153						153
Prior Year	34	833						867

Converted Total 1,066,013

Consumer 793,820
Food Service 272,192

Cumulative Sales - Month Ending April 30, 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	2,831	0				2,831	2,831
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,214	1,170	0				2,384	3,755
Colossal	112	1,122	0				1,234	1,360
Super Colossal	0	226	0				226	226
Green Ripe Whole	0	0	0				0	0
Total	1,326	8,474	0				9,800	
Conv. Total	2,823	8,474	0					11,297
Prior Year	4,137	9,409	0					13,546
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,811	550,133	4,420				557,364	558,686
Medium	82,057	1,830,540	13,307				1,925,904	2,012,971
Large	17,923	2,415,293	18,271				2,451,487	2,464,067
Ex. Large	33,977	801,866	0				835,843	874,203
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	11,099	291,601	0				302,700	315,231
Colossal	4,345	54,471	0				58,816	63,722
Sup. Colossal	0	13,575	0				13,575	13,575
Green Ripe Whole	0	66,998	0				66,998	66,998
Total	152,212	6,024,477	35,998				6,212,687	
Conv. Total	324,059	6,024,477	20,915					6,369,451
Prior Year	345,081	5,906,819	17,901					6,269,801
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	7,357	0	0	0	3,800		11,157	20,502
Sliced	742,518	104,665	657,705	0	1,549,171		3,054,059	3,119,472
Chopped	5,410	1,168	9	295,097	0		301,684	252,198
Total	755,285	105,833	657,714	295,097	1,552,971		3,366,900	
Conv. Total	1,951,670	125,203	449,881	228,700	636,718			3,392,172
Prior Year	2,018,117	84,318	491,358	251,445	695,455			3,540,693
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	13,322					13,322	13,322
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	13,322					13,322	
Conv. Total	0	13,322						13,322
Prior Year	307	25,197						25,504

Converted Total 9,786,243

Consumer 7,507,690
Food Service 2,278,552

Consecutive Sales - 12 Months Month Ending April 30, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,615	0				2,615	2,615
Large	0	4,745	0				4,745	4,745
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,942	1,978	0				3,920	6,113
Colossal	112	1,213	0				1,325	1,451
Super Colossal	0	277	0				277	277
Green Ripe Whole	0	0	0				0	0
Total	2,054	11,542	0				13,596	
Conv. Total	4,373	11,542	0					15,915
Prior Year	5,631	11,297	0					16,928
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,834	747,491	6,320				757,645	759,326
Medium	112,690	2,408,779	17,023				2,538,492	2,658,586
Large	28,691	3,204,529	22,626				3,255,846	3,278,758
Ex. Large	40,775	1,067,349	0				1,108,124	1,154,159
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	15,590	384,543	0				400,133	417,734
Colossal	5,938	72,568	0				78,506	85,210
Sup. Colossal	0	17,973	0				17,973	17,973
Green Ripe Whole	0	84,172	0				84,172	84,172
Total	207,518	7,987,404	45,969				8,240,891	
Conv. Total	441,806	7,987,404	26,708					8,455,918
Prior Year	492,742	7,801,750	25,233					8,319,725
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,167	0	0	0	5,400		15,567	28,394
Sliced	994,905	127,534	925,361	0	2,136,405		4,184,205	4,219,968
Chopped	7,725	1,168	9	404,605	0		413,507	345,942
Total	1,012,797	128,702	925,370	404,605	2,141,805		4,613,279	
Conv. Total	2,617,678	151,960	632,958	313,569	878,140			4,594,305
Prior Year	2,763,316	115,576	684,562	344,637	956,116			4,864,207
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	3	17,452					17,455	17,458
Bkn. Pitted Green Ripe	0	0					0	0
Total	3	17,452					17,455	
Conv. Total	6	17,452						17,458
Prior Year	392	39,986						40,378

Converted Total 13,083,596

Consumer 10,019,732

Food Service 3,063,863