



2011 California Olive Probability Survey Report

Cooperating with the California Department of Food and Agriculture

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CALIFORNIA OLIVE FORECAST FOR 2011

The 2011 California olive crop forecast is 65.0 thousand tons, down 67 percent from last year's record crop of 195 thousand tons. Bearing acreage is estimated at 36.0 thousand for a yield of 1.81 tons per acre. Of the total production, an estimated 27.0 thousand tons will be utilized for canning, and the remaining 38.0 thousand tons are expected to be harvested for oil or specialty products.

Growers started the growing season with expectations of a lower crop after last year's record production. Weather conditions during the bloom period adversely impacted the crop. Many orchards were stressed after the previous crop and would not have produced an average crop under ideal growing conditions. Cool weather experienced during the beginning of the growing season set the crop's development slightly behind normal. The crop was looking more positive for growers intending to produce olive oil rather than canned olives. Agricultural practices common among olive oil producers seem to have played a role in limiting the impact of the olive's alternate bearing cycle.

The Manzanillo and Sevillano olive varieties are expected to produce 36 percent and 7 percent of the total olive crop, respectively. The remaining 57 percent is expected to come from all other varieties.

SURVEY SAMPLE

A total of 330 growers were sampled for the survey. Reports from 195 were used to establish this forecast. The sample is designed to provide a State estimate of all varieties; estimates by variety are less precise.

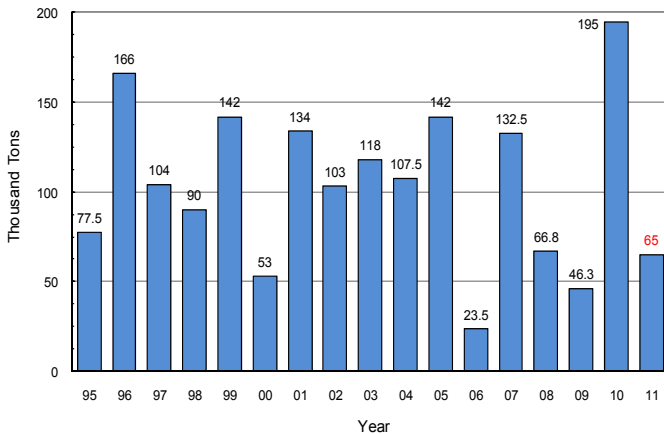
VARIETAL FORECAST

Growers were asked to estimate production by variety. The following table lists varietal level forecasts based on survey data.

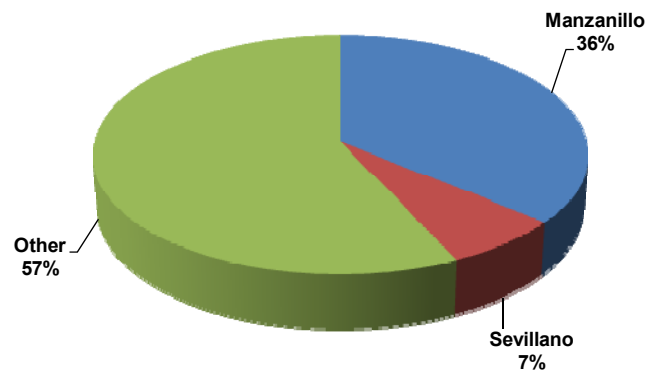
| Variety | 2010 Production | 2011 Forecast | <u>2011</u> 2010 |
|------------|-----------------|---------------|---------------------|
| | Tons | | Percent |
| Manzanillo | 148,000 | 23,500 | -84 |
| Sevillano | 25,000 | 4,500 | -82 |
| Other 1/ | 22,000 | 37,000 | 68 |
| TOTAL | 195,000 | 65,000 | -67 |

1/ Includes production for varieties that were or will be used for canning, oil and other specialty products.

California Olive Production 1995-2010, 2011 Forecast



2011 California Olive Production Percent by Variety



SURVEY METHODOLOGY

The USDA's NASS California Field Office designed the probability survey, developed a sampling procedure, and analyzed the data.

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