



United States Department of Agriculture
National Agricultural Statistics Service

California Monthly Olive Report September Revision



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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Changes from the original report to this revised report were due to late reports and corrections to the original data.

Summary Report - Sales Month Ending September 30, 2011 Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	11/12	10/11	Percent Change	11/12	10/11	Percent Change	11/12	10/11	Percent Change
Total	1,183,483	1,136,510	4.13	2,297,133	2,128,025	7.95	13,241,769	13,095,299	1.12
Markets									
Consumer	853,942	873,474	-2.24	1,619,845	1,609,899	0.62	9,958,684	9,964,653	-0.06
Food Service	329,541	263,036	25.28	677,288	518,126	30.72	3,283,084	3,130,645	4.87
Styles									
Whole	1,990	1,873	6.26	2,482	2,035	21.95	14,325	16,976	-15.62
Pitted	727,539	728,347	-0.11	1,371,754	1,342,979	2.14	8,410,133	8,348,854	0.73
Wedged	3,828	2,394	59.89	7,018	4,782	46.76	30,285	33,987	-10.89
Sliced	420,899	369,675	13.86	864,218	719,635	20.09	4,434,975	4,312,345	2.84
Chopped	28,904	33,523	-13.78	50,693	57,658	-12.08	334,118	359,058	-6.95
Broken Pitted	323	698	-53.72	969	936	3.53	17,933	24,079	-25.52
Key Items									
24/300 Pitted	686,038	689,531	-0.51	1,284,141	1,266,255	1.41	7,949,418	7,876,949	0.92
6/10 Pitted	39,242	36,365	7.91	83,964	72,375	16.01	434,891	447,680	-2.86
6/10 Sliced	282,138	219,423	28.58	580,382	435,458	33.28	2,788,032	2,621,023	6.37
24/300 Whole	1,624	1,598	1.63	1,811	1,743	3.90	10,082	11,909	-15.34
6/10 Whole	366	275	33.16	671	292	129.67	4,243	5,067	-16.26
6/10 Wedged	3,582	2,230	60.62	6,690	4,372	53.02	28,317	31,691	-10.65
2.25 Sliced	69,629	80,117	-13.09	147,802	150,408	-1.73	854,680	916,219	-6.72
4.25 Chopped	24,690	27,981	-11.76	45,090	51,231	-11.99	304,475	331,698	-8.21

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Summary Report - Packout and Inventory
Month Ending September 30, 2011
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	11/12	10/11	Percent Change	11/12	10/11	Percent Change	11/12	10/11	Percent Change
Total	1,519,993	1,175,548	29.30	3,111,574	2,236,248	39.14	8,269,865	4,590,461	80.15
Markets									
Consumer	1,165,227	939,562	24.02	2,422,729	1,717,674	41.05	6,265,691	3,265,042	91.90
Food Service	354,766	235,986	50.33	688,845	518,574	32.83	2,004,174	1,325,418	51.21
Styles									
Whole	0	0	---	3,158	0	---	21,710	14,812	46.57
Pitted	1,012,805	722,570	40.17	2,162,657	1,288,061	67.90	5,572,476	2,668,765	108.80
Wedged	0	0	0.00	0	0	---	10,456	41,237	-74.64
Sliced	456,807	412,049	10.86	852,125	876,455	-2.78	2,338,951	1,708,700	36.88
Chopped	50,380	40,930	23.09	93,634	71,732	30.53	285,825	143,775	98.80
Broken Pitted	0	0	---	0	0	---	40,448	13,172	207.07
Key Items									
24/300 Pitted	957,200	701,225	36.50	2,032,573	1,254,336	62.04	5,167,284	2,475,063	108.77
6/10 Pitted	55,605	13,817	302.44	130,084	26,197	396.56	390,090	173,886	124.34
6/10 Sliced	299,161	218,983	36.61	556,027	489,191	13.66	1,564,560	1,077,455	45.21
24/300 Whole	0	0	---	3,158	0	---	16,409	8,602	90.76
6/10 Whole	0	0	---	0	0	---	5,301	6,210	-14.63
6/10 Wedged	0	0	---	0	0	---	9,618	38,427	-74.97
2.25 Sliced	64,465	92,895	-30.60	173,284	194,843	-11.06	472,356	324,715	45.47
4.25 Chopped	50,380	37,744	33.48	90,901	68,546	32.61	239,437	103,046	132.36

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	8,269,865
Converted Storage	10,333,746
Approximate Supply*	18,603,611

Storage Report
Month Ending September 30, 2011

Whole Canning Sizes	
Size	Tons
Small	19,243
Medium	6,172
Large	3,500
Ex. Large	3,144
Ex. Large Sev. "C"	1,140
Jumbo	1,922
Colossal	4,025
Super Colossal	884
Orchard Run	0
Total Canning	40,030
Limited	26,639

Total 66,669
Total Converted (*155) 10,333,746

Packout - Month Ending September 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	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	3,761	204,884	0				208,645	212,891
Medium	16,504	544,528	0				561,032	579,665
Large	5,853	115,974	0				121,827	128,435
Ex. Large	0	90,137	0				90,137	90,137
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	0	0				0	0
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	1,677	0				1,677	1,677
Total	26,118	957,200	0				983,318	
Conv. Total	55,605	957,200	0					1,012,805
Prior Year	13,817	701,225	7,527					722,569
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	116,179	374	135,590	0	157,232		409,375	456,807
Chopped	0	0	0	65,007	0		65,007	50,380
Total	116,179	374	135,590	65,007	157,232		474,382	
Conv. Total	299,161	438	92,744	50,380	64,465			507,188
Prior Year	222,169	14,189	85,982	37,744	92,895			452,979
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 1,519,993

*Conversion factor changed as of December 2008.

Consumer 1,165,227
Food Service 354,766

Cumulative Packout - Month Ending September 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	2,132	0				2,132	2,132
Ex. Large	0	1,026	0				1,026	1,026
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	3,158	0				3,158	
Conv. Total	0	3,158	0					3,158
Prior Year	0	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,761	396,075	0				399,836	404,082
Medium	46,755	797,175	0				843,930	896,716
Large	10,585	497,322	0				507,907	519,857
Ex. Large	0	340,324	0				340,324	340,324
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	0	0				0	0
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	1,677	0				1,677	1,677
Total	61,101	2,032,573	0				2,093,674	
Conv. Total	130,084	2,032,573	0					2,162,657
Prior Year	26,197	1,254,336	7,527					1,288,060
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	215,933	12,622	157,961	0	422,644		809,160	852,125
Chopped	713	0	0	117,291	0		118,004	93,634
Total	216,646	12,622	157,961	117,291	422,644		927,164	
Conv. Total	558,761	14,768	108,045	90,901	173,284			945,759
Prior Year	492,377	30,973	161,449	68,546	194,843			948,188
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 3,111,574

*Conversion factor changed as of December 2008.

Consumer 2,422,729
Food Service 688,845

Inventory - Month Ending September 30, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	640	0	0				640	1,363
Medium	356	2,684	0				3,040	3,442
Large	0	8,157	0				8,157	8,157
Ex. Large	0	864	0				864	864
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,494	422	0				1,916	3,603
Colossal	0	2,304	0				2,304	2,304
Super Colossal	0	1,978	0				1,978	1,978
Green Ripe Whole	0	0	0				0	0
Total	2,490	16,409	0				18,899	
Conv. Total	5,301	16,409	0					21,710
Prior Year	6,210	8,602	0					14,812
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	10,417	542,274	2,500				555,191	565,904
Medium	77,499	1,724,408	11,833				1,813,740	1,896,278
Large	24,156	1,242,479	7,154				1,273,789	1,298,064
Ex. Large	37,276	873,667	4,505				915,448	955,645
Ex. Large Sev "C"	0	21,130	0				21,130	21,130
Jumbo	23,694	415,117	0				438,811	465,562
Colossal	5,613	187,382	0				192,995	199,332
Sup. Colossal	4,572	97,518	0				102,090	107,252
Green Ripe Whole	0	63,309	0				63,309	63,309
Total	183,227	5,167,284	25,992				5,376,503	
Conv. Total	390,090	5,167,284	15,101					5,572,476
Prior Year	173,886	2,475,063	19,816					2,668,765
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	3,735	0	0	0	2,044		5,779	10,456
Sliced	607,596	50,761	354,744	0	1,152,088		2,165,189	2,338,951
Chopped	9,023	1,494	6,734	308,951	0		326,202	285,825
Total	620,354	52,255	361,478	308,951	1,154,132		2,497,170	
Conv. Total	1,608,772	62,901	250,928	239,437	473,194			2,635,232
Prior Year	1,145,311	60,198	257,632	103,046	327,525			1,893,712
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	40,437					40,442	40,448
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	40,437					40,442	
Conv. Total	11	40,437						40,448
Prior Year	11	13,161						13,172

Converted Total 8,269,865

*Conversion factor changed as of December 2008.

Consumer	6,265,691
Food Service	2,004,174

Sales - Month Ending September 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	1,318	0				1,318	1,318
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	172	0	0				172	366
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	172	1,624	0				1,796	
Conv. Total	366	1,624	0					1,990
Prior Year	275	1,598	0					1,873
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	221	75,246	500				75,967	76,007
Medium	8,688	197,169	1,650				207,507	216,624
Large	1,806	268,419	1,739				271,964	273,274
Ex. Large	6,127	86,170	0				92,297	99,214
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,116	44,155	0				45,271	46,531
Colossal	474	5,917	0				6,391	6,926
Sup. Colossal	0	2,262	0				2,262	2,262
Green Ripe Whole	0	6,700	0				6,700	6,700
Total	18,432	686,038	3,889				708,359	
Conv. Total	39,242	686,038	2,260					727,539
Prior Year	36,365	689,531	2,451					728,347
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,391	0	0	0	600		1,991	3,828
Sliced	109,568	14,465	76,327	0	169,828		370,188	420,899
Chopped	1,099	0	0	31,858	0		32,957	28,904
Total	112,058	14,465	76,327	31,858	170,428		405,136	
Conv. Total	289,933	16,924	52,208	24,690	69,875			453,630
Prior Year	226,396	14,805	56,129	27,981	80,281			405,592
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	323					323	323
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	323					323	
Conv. Total	0	323						323
Prior Year	0	698						698

Converted Total 1,183,483

Consumer 853,942
Food Service 329,541

Cumulative Sales - Month Ending September 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	1,471	0				1,471	1,471
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	315	0	0				315	671
Colossal	0	0	0				0	0
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
Total	315	1,811	0				2,126	
Conv. Total	671	1,811	0					2,482
Prior Year	292	1,743	0					2,035
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	403	143,985	800				145,188	145,308
Medium	18,318	368,913	2,358				389,589	409,282
Large	4,284	491,397	3,123				498,804	502,332
Ex. Large	13,031	164,842	0				177,873	192,585
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,431	87,278	0				89,709	92,454
Colossal	971	11,061	0				12,032	13,128
Sup. Colossal	0	3,006	0				3,006	3,006
Green Ripe Whole	0	13,659	0				13,659	13,659
Total	39,438	1,284,141	6,281				1,329,860	
Conv. Total	83,964	1,284,141	3,649					1,371,754
Prior Year	72,375	1,266,255	4,349					1,342,979
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	2,598	0	0	0	800		3,398	7,018
Sliced	225,391	26,499	153,554	0	360,492		765,936	864,218
Chopped	1,456	0	17	58,180	0		59,653	50,693
Total	229,445	26,499	153,571	58,180	361,292		828,987	
Conv. Total	592,654	31,004	105,052	45,090	148,130			921,929
Prior Year	445,459	28,383	106,185	51,231	150,818			782,076
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	969					969	969
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	969					969	
Conv. Total	0	969						969
Prior Year	0	936						936

Converted Total 2,297,133

Consumer 1,619,845
Food Service 677,288

Consecutive Sales - 12 Months Month Ending September 30, 2011

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	1,867	0				1,867	1,867
Large	0	4,456	0				4,456	4,456
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,881	1,476	0				3,357	5,481
Colossal	112	1,326	0				1,438	1,564
Super Colossal	0	345	0				345	345
Green Ripe Whole	0	0	0				0	0
Total	1,993	10,082	0				12,075	
Conv. Total	4,243	10,082	0					14,325
Prior Year	5,067	11,909	0					16,976
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,902	820,102	5,620				829,624	831,675
Medium	107,841	2,329,910	17,029				2,454,780	2,569,397
Large	23,883	3,120,233	21,798				3,165,914	3,183,745
Ex. Large	47,721	1,052,934	0				1,100,655	1,154,532
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	14,879	448,352	0				463,231	480,029
Colossal	6,044	72,709	0				78,753	85,577
Sup. Colossal	0	18,091	0				18,091	18,091
Green Ripe Whole	0	87,087	0				87,087	87,087
Total	204,270	7,949,418	44,447				8,198,135	
Conv. Total	434,891	7,949,418	25,824					8,410,133
Prior Year	447,680	7,876,949	24,225					8,348,854
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,997	0	0	0	4,800		15,797	30,285
Sliced	1,082,731	148,860	903,650	0	2,084,585		4,219,826	4,434,975
Chopped	7,199	828	78	392,871	0		400,976	334,118
Total	1,100,927	149,688	903,728	392,871	2,089,385		4,636,599	
Conv. Total	2,843,951	176,112	618,193	304,475	856,648			4,799,378
Prior Year	2,677,654	121,673	655,851	331,698	918,515			4,705,391
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	17,933					17,933	17,933
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	17,933					17,933	
Conv. Total	0	17,933						17,933
Prior Year	245	23,834						24,079

Converted Total 13,241,769

Consumer 9,958,684
Food Service 3,283,084