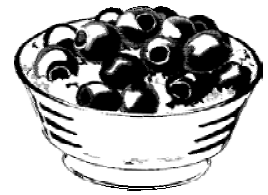


1997 California Olive Probability Survey Results



Released: August 12, 1997
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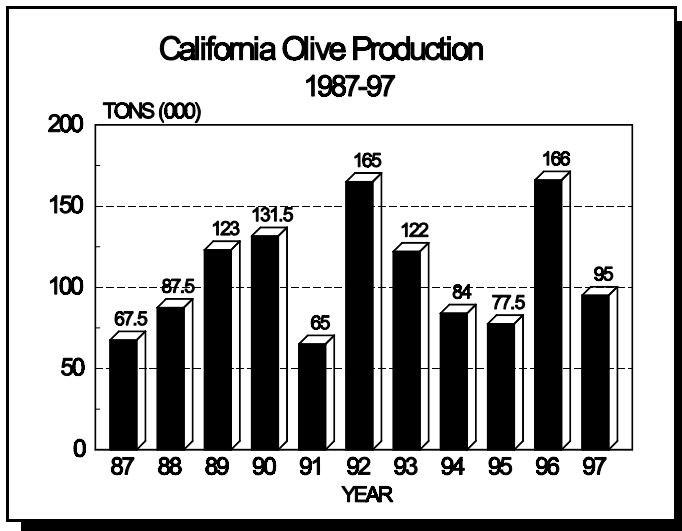


CALIFORNIA AGRICULTURAL
STATISTICS SERVICE

1997 CALIFORNIA OLIVE FORECAST

The 1997 olive crop is forecast at 95,000 tons, down 43 percent from the 1996 production of 166,000 tons. Bearing acres are estimated at 33,700. A warm, mild spring brought a heavy bloom, however, the resulting fruit set was light compared to last years. The Manzanillo variety accounts for about 70 percent of the total production. Growers expected the Manzanillo variety yield to drop 53 percent. Growers expected the yield of Sevillano and Ascolano varieties, which account for about 23 percent of production, to drop by 30 and 18 percent, respectively.

SURVEY METHODOLOGY



The California Agricultural Statistics Service (CASS) designed the probability survey, developed a sampling scheme, and analyzed the data. The California Olive Committee (COC) provided CASS with grower names and last year's tonnage.

SURVEY SAMPLE

A total of 380 growers was sampled for the survey. Reports from 296 were used by CASS to establish this forecast. The sample is designed to give a State estimate of all varieties; estimates by variety should be construed to be less precise.

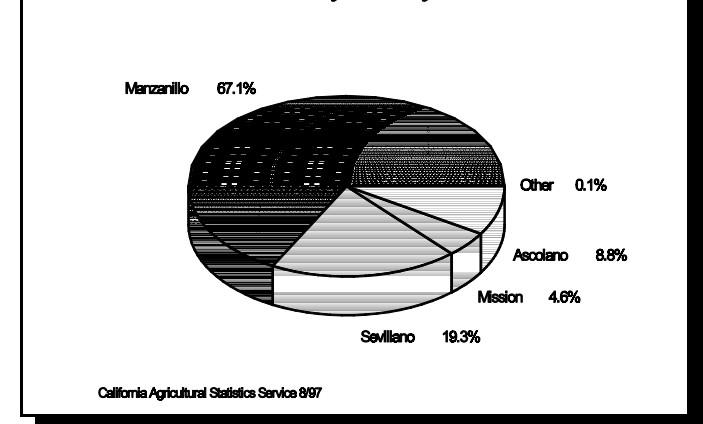
VARIETAL FORECAST

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

Variety	1996 Tonnage ^{1/}	1997 Estimated Tonnage	Percent Change
Sevillano	25,500	18,000	-29
Ascolano	8,900	8,000	-10
Manzanillo	125,900	64,000	-49
Mission	4,300	4,000	-7
Other	1,400	1,000	-29
TOTAL	166,000	95,000	-43

^{1/} California Olive Committee

1997 California Olive Production Percent by Variety



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