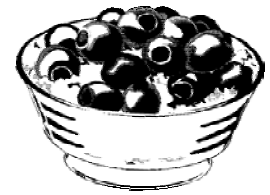


1998 California Olive Probability Survey Results



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CALIFORNIA AGRICULTURAL
STATISTICS SERVICE

1998 CALIFORNIA OLIVE FORECAST

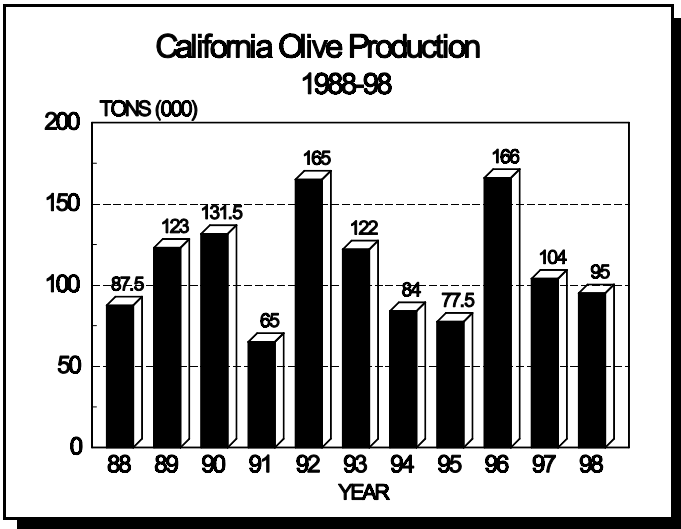
The 1998 olive crop is forecast at 95,000 tons, down 9 percent from the 1997 production of 104,000 tons. Bearing acres are estimated at 35,300. Cool and damp weather throughout the spring has resulted in a crop that is three weeks to a month behind normal. Thus far, fruit size appears to be normal in most orchards. The Manzanillo variety accounts for about 74 percent of the total production. Growers expected the Manzanillo variety production to increase about 10 percent from last year. Growers expected the production of Sevillano and Ascolano varieties, which account for about 21 percent of production, to drop by 42 and 46 percent, respectively.

VARIETAL FORECAST

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

Variety	1997 Tonnage ^{1/}	1998 Estimated Tonnage	Percent Change
Sevillano	25,200	14,500	-42
Ascolano	8,300	4,500	-46
Manzanillo	63,700	70,000	+10
Mission	6,100	5,000	-18
Other	700	1,000	+43
TOTAL	104,000	95,000	-9

^{1/} California Olive Committee

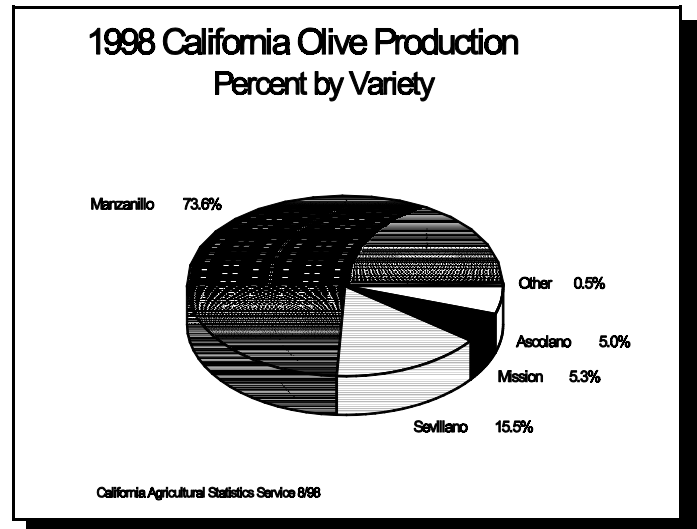


SURVEY METHODOLOGY

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 388 growers was sampled for the survey. Reports from 222 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.



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