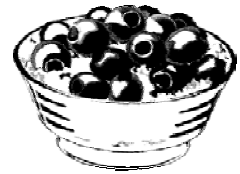


2000 California Olive Probability Survey Report



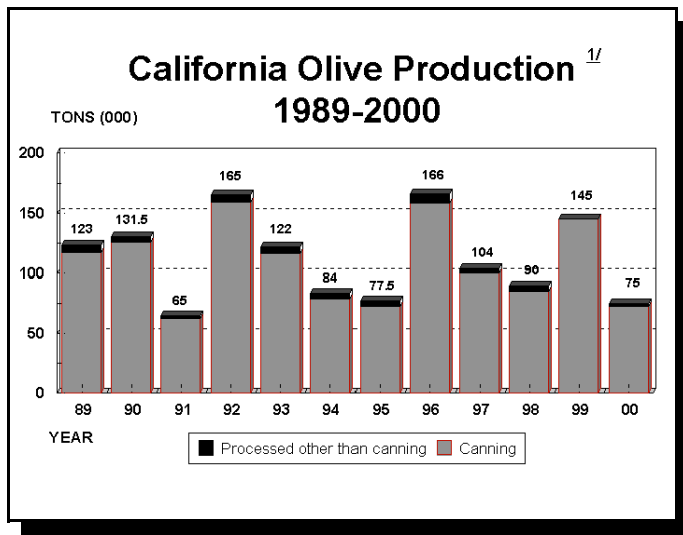
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CALIFORNIA AGRICULTURAL
STATISTICS SERVICE

2000 CALIFORNIA OLIVE FORECAST

The 2000 olive crop is forecast at 75,000 tons, down 48 percent from the 1999 production of 145,000 tons. This is down 5,000 tons from August 1. Bearing acres are estimated at 36,000. Due to poor weather conditions during the bloom and pollination periods, most growers expect a light crop. Thus far, fruit size appears to be normal in most orchards. Growers estimate the Manzanillo, Sevillano, and Ascolano to account for 74, 15, and 6 percent of production, respectively. They expect 97 percent of their olives will be used for canning purposes. This results in a canning olive production of about 73,000 tons.



1/ Breakdowns for 1989-98 based on reported processor data; 1999 not available; 2000 on survey data.

SURVEY METHODOLOGY

The California Agricultural Statistics Service (CASS) designed the probability survey, developed a sampling scheme, and analyzed the data.

SURVEY SAMPLE

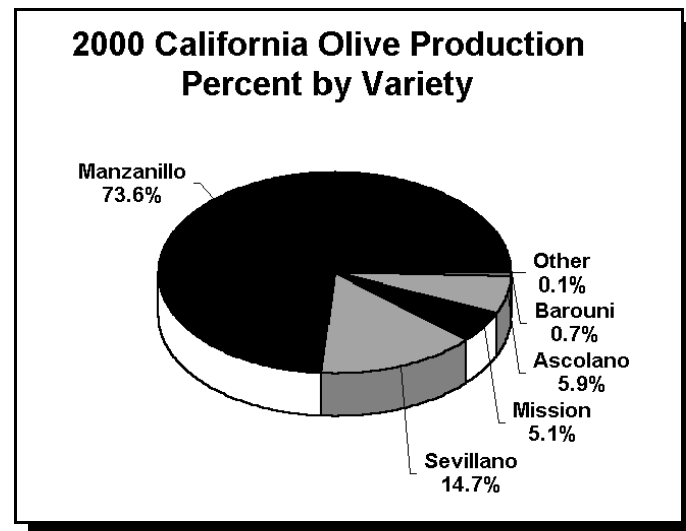
The above results are based on a sample survey of growers. The sample is designed to provide a State estimate of all varieties; estimates by variety should be construed to be less precise. In addition, at the request of the California Olive Committee, growers were asked to estimate the percentage of their olive crops that will be used for canning purposes.

VARIETAL FORECAST

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

| Variety | 1999 Tonnage 1/ | 2000 Estimated Tonnage | Percent Change |
|--------------|-----------------|------------------------|----------------|
| Barouni | --- | 500 | --- |
| Sevillano | --- | 11,000 | --- |
| Ascolano | --- | 4,400 | --- |
| Manzanillo | --- | 55,200 | --- |
| Mission | --- | 3,800 | --- |
| Other | --- | 100 | --- |
| TOTAL | 145,000 | 75,000 | - 48 |

1/ Breakdowns by variety for 1999 not available.



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