

CALIFORNIA MONTHLY OLIVE REPORT

Released: January 8, 2001

Summary Report - Sales									
Month Ending October 31, 2000									
Converted 24/300 Case Basis									
Item	Monthly Sales			Year-to-Date Sales			Consecutive 12-Month Sales		
	00/01	99/00	% Change	00/01	99/00	% change	00/01	99/00	% change
Total	1,454,669	1,703,132	-14.59	3,762,444	4,199,306	-10.40	15,368,948	16,179,192	-5.01
Markets									
Consumer	1,009,386	1,207,248	-16.39	2,336,810	2,597,313	-10.03	9,701,026	10,201,078	-4.90
Food Service	445,283	495,884	-10.20	1,425,634	1,601,993	-11.01	5,667,922	5,978,114	-5.19
Styles									
Whole	6,374	8,960	-28.86	20,448	21,525	-5.00	116,148	88,537	31.19
Pitted	926,576	1,168,701	-20.72	2,154,544	2,523,851	-14.63	9,152,558	9,797,929	-6.59
Wedged	5,837	7,400	-21.12	22,930	26,102	-12.15	99,541	105,811	-5.93
Sliced	440,706	455,496	-3.25	1,370,800	1,451,254	-5.54	5,303,721	5,483,488	-3.28
Chopped	67,316	51,574	30.52	165,098	143,450	15.09	585,361	583,823	0.26
Broken Pitt	7,859	11,001	-28.56	28,624	33,124	-13.59	111,621	119,604	-6.67
Key Items									
24/300 Pitt	808,317	1,028,114	-21.38	1,778,554	2,122,971	-16.22	7,660,016	8,239,330	-7.03
6/10 Pitt	109,999	134,067	-17.95	354,570	380,429	-6.80	1,404,838	1,466,574	-4.21
6/10 Sliced	309,263	342,936	-9.82	991,262	1,141,518	-13.16	3,937,973	4,201,427	-6.27
24/300 Whole	3,473	6,102	-43.08	11,810	13,461	-12.27	84,567	53,740	57.36
6/10 Whole	2,783	2,591	7.39	8,275	7,796	6.15	30,570	32,512	-5.97
6/10 Wedged	5,758	7,292	-21.04	22,851	25,474	-10.30	97,265	101,692	-4.35
2.25 Sliced	83,206	71,275	16.74	225,845	191,784	17.76	828,164	814,388	1.69
4.5 Chopped	48,421	41,403	16.95	113,500	95,031	19.44	377,945	394,027	-4.08

Summary Report - Packout and Inventory					
Month Ending October 31, 2000					
Converted 24/300 Case Basis					
Item	Monthly Packout	Year-to-Date Packout	Inventory		
			00/01	99/00	% change
Total	1,233,319	3,775,782	6,685,473	6,525,271	2.46
Markets					
Consumer	908,359	2,223,400	4,638,447	4,711,435	-1.55

Food Service	324,960	1,552,382	2,047,026	1,813,836	12.86
Styles					
Whole	5,090	27,726	67,176	135,594	-50.46
Pitted	822,371	1,842,087	4,446,124	4,601,479	-3.38
Wedged	0	40,188	61,403	78,074	-21.35
Sliced	353,382	1,679,814	1,886,649	1,355,318	39.20
Chopped	52,476	184,188	183,274	243,981	-24.88
Broken Pitt	0	1,780	40,847	110,826	-63.14
Key Items					
24/300 Pitt	707,190	1,557,769	3,891,757	4,003,458	-2.79
6/10 Pitt	93,016	253,534	490,841	529,135	-7.24
6/10 Sliced	222,673	1,209,385	1,432,151	1,105,381	29.56
24/300 Whole	5,090	17,979	46,361	102,156	-54.62
6/10 Whole	0	9,747	20,181	31,914	-36.77
6/10 Wedged	0	40,188	57,703	72,067	-19.93
2.25 Sliced	84,351	305,687	292,877	153,738	90.50
4.5 Chopped	43,205	142,878	132,039	152,244	-13.27
			Approximate Supply in Converted Cases		
			Total Inventory	6,685,473	
			Converted Storage	9,907,910	
			Approximate Supply	16,593,383	

Storage - Month Ending October 31, 2000	
Whole Canning Sizes	
Size	Tons
Small	7,836
Medium	7,559
Large	10,172
Ex. Large	10,169
Ex.Large Sev. "C"	2,437
Jumbo	5,407
Colossal	4,594
Super Colossal	1,665
Orchard Run	0
Total Canning	49,839
Limited	14,083
Total	63,922

Total Converted (*155)	9,907,910
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Packout - Month Ending October 31, 2000							
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	3,996	0			3,996	3,996
Ex. Large	0	1,094	0			1,094	1,094
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
Grn. Ripe Whole	0	0	0			0	0
Total	0	5,090	0			5,090	
Conv. Total	0	5,090	0				5,090
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	30,848	0			30,848	30,848
Medium	19,185	163,037	25,199			207,421	218,522
Large	7,687	188,777	11,080			207,544	211,580
Ex. Large	0	309,154	1,870			311,024	310,240
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	16,818	7,593	0			24,411	43,399
Colossal	0	0	0			0	0
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	7,781	0			7,781	7,781
Total	43,690	707,190	38,149			789,029	
Conv. Total	93,016	707,190	22,165				822,371
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	0	0	0	0	0	0	0
Sliced	86,475	10,877	49,170	0	205,734	352,256	353,382
Chopped	2,418	0	0	55,749	0	58,167	52,476
Total	88,893	10,877	49,170	55,749	205,734	410,423	
Conv. Total	231,944	12,726	33,632	43,205	84,351		405,859
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	0	0				0	0
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	0	0				0	

Conv. Total	0	0	0
Converted Total			1,233,319

Cumulative Packout - Month Ending October 31, 2000							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	2,022	0			2,022	2,022
Medium	0	3,045	0			3,045	3,045
Large	0	6,739	0			6,739	6,739
Ex. Large	0	1,094	0			1,094	1,094
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,219	3,274	0			6,493	10,127
Colossal	1,359	1,805	0			3,164	4,698
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	4,578	17,979	0			22,557	
Conv. Total	9,747	17,979	0				27,726
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	187,109	2,201			189,310	188,388
Medium	25,844	310,691	32,614			369,149	384,662
Large	11,784	286,673	16,300			314,757	321,231
Ex. Large	9,741	435,602	1,870			447,213	457,427
Ex. Large Sev "C"	23,350	54,927	0			78,277	104,639
Jumbo	48,367	169,052	0			217,419	272,025
Colossal	0	101,395	0			101,395	101,395
Sup. Colossal	0	4,539	0			4,539	4,539
Grn. Ripe Whole	0	7,781	0			7,781	7,781
Total	119,086	1,557,769	52,985			1,729,840	
Conv. Total	253,534	1,557,769	30,784				1,842,087
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	15,607	0	0	0	0	15,607	40,188
Sliced	469,664	11,633	220,952	0	745,578	1,447,827	1,679,814
Chopped	10,310	0	1,448	184,359	0	196,117	184,188
Total	495,581	11,633	222,400	184,359	745,578	1,659,551	
Conv. Total	1,289,101	13,611	152,912	142,878	305,687		1,904,189
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	0	1,780				1,780	1,780

Bkn. Pitt Grn. Ripe	0	0			0	0
Total	0	1,780			1,780	
Conv. Total	0	1,780				1,780
Converted Total						3,775,782

Inventory - Month Ending October 31, 2000							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	44	4,281	0			4,325	4,375
Medium	1,035	9,263	0			10,298	11,467
Large	1,026	10,108	1,092			12,226	12,927
Ex. Large	400	3,534	0			3,934	4,386
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	4,958	5,250	0			10,208	15,806
Colossal	1,991	11,135	0			13,126	15,374
Super Colossal	25	2,583	0			2,608	2,636
Grn. Ripe Whole	0	207	0			207	207
Total	9,479	46,361	1,092			56,932	
Conv. Total	20,181	46,361	634				67,176
Prior Year	31,914	102,156	1,524				135,594
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	17,809	931,787	4,009			953,605	972,032
Medium	71,697	851,262	75,828			998,787	1,047,961
Large	27,472	775,962	24,192			827,626	848,505
Ex. Large	10,448	514,081	2,897			527,426	538,008
Ex. Large Sev "C"	19,084	12,711	0			31,795	53,341
Jumbo	62,734	506,730	2,413			571,877	641,693
Colossal	21,089	234,935	0			256,024	279,833
Sup. Colossal	217	15,269	0			15,486	15,731
Grn. Ripe Whole	0	49,020	0			49,020	49,020
Total	230,550	3,891,757	109,339			4,231,646	
Conv. Total	490,841	3,891,757	63,526				4,446,124
Prior Year	529,135	4,003,458	68,886				4,601,479
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	22,409	3,162	0	0	0	25,571	61,403
Sliced	556,175	28,924	186,814	0	714,334	1,486,247	1,886,649
Chopped	11,518	1,959	2,009	170,373	0	185,859	183,274
Total	590,102	34,045	188,823	170,373	714,334	1,697,677	

Conv. Total	1,534,014	42,144	130,252	132,039	292,877	2,131,326
Prior Year	1,245,838	39,132	74,455	162,244	155,704	1,677,373
Broken Pitt	6 No. 10s	24 No. 300s				Total
Bkn. Pitt	935	38,856				39,791
Bkn. Pitt Grn. Ripe	0	0				0
Total	935	38,856				39,791
Conv. Total	1,991	38,856				40,847
Prior Year	6,949	103,877				110,826
					Converted Total	6,685,473

Sales - Month Ending October 31, 2000						
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	3	408	0		411	414
Medium	8	258	0		266	275
Large	16	766	170		952	899
Ex. Large	0	388	34		422	408
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	1,045	756	0		1,801	2,981
Colossal	235	761	0		996	1,261
Super Colossal	0	136	0		136	136
Grn. Ripe Whole	0	0	0		0	0
Total	1,307	3,473	204		4,984	
Conv. Total	2,783	3,473	119			6,374
Prior Year	2,591	6,102	267			8,960
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	1,667	103,365	2,500		107,532	108,367
Medium	21,956	224,760	8,917		255,633	276,685
Large	6,055	317,893	2,010		325,958	331,952
Ex. Large	3,343	42,219	790		46,352	49,795
Ex. Large Sev "C"	7,481	1,700	0		9,181	17,627
Jumbo	9,429	82,647	0		92,076	102,721
Colossal	1,736	26,432	0		28,168	30,128
Sup. Colossal	0	5,823	0		5,823	5,823
Grn. Ripe Whole	0	3,478	0		3,478	3,478
Total	51,667	808,317	14,217		874,201	
Conv. Total	109,999	808,317	8,260			926,576
Prior Year	134,067	1,028,114	6,520			1,168,701

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	2,236	68	0	0	0	2,304	5,837	
Sliced	120,102	8,414	56,131	0	202,941	387,588	440,706	
Chopped	4,524	68	1,130	62,479	0	68,201	67,316	
Total	126,862	8,550	57,261	62,479	202,941	458,093		
Conv. Total	332,365	10,084	39,784	48,421	83,206		513,860	
Prior Year	359,047	12,184	30,454	41,403	71,383		514,469	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	64	7,723				7,787	7,859	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	64	7,723				7,787		
Conv. Total	136	7,723					7,859	
Prior Year	0	14,239					14,239	
Converted Total								1,454,669

Cumulative Sales - Month Ending October 31, 2000							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3	1,853	0			1,856	1,859
Medium	96	615	0			711	819
Large	81	3,764	590			4,435	4,279
Ex. Large	11	1,443	34			1,488	1,486
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,220	1,311	0			4,531	8,166
Colossal	470	2,380	0			2,850	3,381
Super Colossal	6	444	0			450	457
Grn. Ripe Whole	0	0	0			0	0
Total	3,887	11,810	624			16,321	
Conv. Total	8,275	11,810	363				20,448
Prior Year	7,796	13,461	267				21,525
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	4,188	227,287	4,840			236,315	239,015
Medium	71,594	473,854	22,639			568,087	639,431
Large	16,472	691,071	8,008			715,551	730,793
Ex. Large	11,482	106,815	1,380			119,677	132,062
Ex. Large Sev "C"	25,106	5,100	0			30,206	58,551
Jumbo	31,001	201,285	0			232,286	267,286

Colossal	6,699	54,085	0			60,784	68,347
Sup. Colossal	1	10,198	0			10,199	10,200
Grn. Ripe Whole	0	8,859	0			8,859	8,859
Total	166,543	1,778,554	36,867			1,981,964	
Conv. Total	354,570	1,778,554	21,420				2,154,544
Prior Year	380,429	2,122,971	20,451				2,523,851
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	8,874	68	0	0	0	8,942	22,930
Sliced	384,956	22,163	186,787	0	550,841	1,144,747	1,370,800
Chopped	12,545	257	2,355	146,452	0	161,609	165,098
Total	406,375	22,488	189,142	146,452	550,841	1,315,298	
Conv. Total	1,062,210	26,614	130,659	113,500	225,845		1,558,828
Prior Year	1,213,070	28,055	92,239	95,031	192,411		1,620,806
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	272	28,045				28,317	28,624
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	272	28,045				28,317	
Conv. Total	579	28,045					28,624
Prior Year	698	32,426					33,124
Converted Total							3,762,444

Consecutive Sales - 12 Months Ending October 31, 2000

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	13	6,683	0	6,696	6,711
Medium	170	2,139	0	2,309	2,501
Large	216	15,035	1,570	16,821	16,407
Ex. Large	72	3,457	169	3,698	3,708
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	12,330	41,115	0	53,445	67,366
Colossal	1,351	11,304	0	12,655	14,180
Super Colossal	207	2,725	0	2,932	3,166
Grn. Ripe Whole	0	2,109	0	2,109	2,109
Total	14,359	84,567	1,739	100,665	
Conv. Total	30,570	84,567	1,010		116,148
Prior Year	32,512	53,740	2,285		88,537
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total

Small	17,540	946,070	12,092			975,702	990,438
Medium	285,901	1,919,178	93,023			2,298,102	2,581,908
Large	66,244	2,767,639	38,818			2,872,701	2,931,226
Ex. Large	47,669	906,429	6,621			960,719	1,011,763
Ex. Large Sev "C"	88,278	22,129	-100			110,307	210,015
Jumbo	126,417	797,448	500			924,365	1,066,880
Colossal	27,466	236,691	0			264,157	295,166
Sup. Colossal	343	35,940	0			36,283	36,670
Grn. Ripe Whole	0	28,492	0			28,492	28,492
Total	659,858	7,660,016	150,954			8,470,828	
Conv. Total	1,404,838	7,660,016	87,704				9,152,558
Prior Year	1,466,574	8,239,330	92,025				9,797,929
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	37,773	272	4	0	4,766	42,815	99,541
Sliced	1,529,310	88,948	633,793	0	2,019,912	4,271,963	5,303,721
Chopped	50,548	514	10,087	487,671	0	548,820	585,361
Total	1,617,631	89,734	643,884	487,671	2,024,678	4,863,598	
Conv. Total	4,229,040	105,595	445,924	377,945	830,118		5,988,622
Prior Year	4,476,239	106,646	378,765	394,027	817,445		6,173,122
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	1,632	108,146				109,778	111,621
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	1,632	108,146				109,778	
Conv. Total	3,475	108,146					111,621
Prior Year	2,789	116,815					119,604
Converted Total							15,368,948

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