

CALIFORNIA MONTHLY OLIVE REPORT

Released: August 24, 2001 - Revised: September 26, 2001

Summary Report - Sales									
Month Ending July 31, 2001									
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	1,090,310	966,888	12.76	14,328,441	15,805,810	-9.35	14,328,441	15,805,810	-9.35
Markets									
Consumer	706,689	533,119	32.56	9,082,698	9,961,529	-8.82	9,082,698	9,961,529	-8.82
Food Service	383,621	433,769	-11.56	5,245,743	5,844,281	-10.24	5,245,743	5,844,281	-10.24
Styles									
Whole	6,728	7,262	-7.36	72,762	117,224	-37.93	72,762	117,224	-37.93
Pitted	621,359	528,299	17.62	8,431,872	9,521,865	-11.45	8,431,872	9,521,865	-11.45
Wedged	8,296	7,205	15.14	83,636	102,713	-18.57	83,636	102,713	-18.57
Sliced	399,569	384,449	3.93	5,068,928	5,384,175	-5.86	5,068,928	5,384,175	-5.86
Chopped	42,790	32,592	31.29	576,744	563,713	2.31	576,744	563,713	2.31
Broken Pitt	11,569	7,081	63.38	94,498	116,121	-18.62	94,498	116,121	-18.62
Key Items									
24/300 Pitt	520,295	417,615	24.59	7,028,386	8,004,433	-12.19	7,028,386	8,004,433	-12.19
6/10 Pitt	94,457	107,093	-11.80	1,316,391	1,430,697	-7.99	1,316,391	1,430,697	-7.99
6/10 Sliced	266,744	302,550	-11.83	3,638,982	4,088,230	-10.99	3,638,982	4,088,230	-10.99
24/300 Whole	3,910	4,681	-16.47	44,675	86,218	-48.18	44,675	86,218	-48.18
6/10 Whole	2,655	2,538	4.60	27,132	30,091	-9.83	27,132	30,091	-9.83
6/10 Wedged	8,132	7,125	14.13	81,061	99,889	-18.85	81,061	99,889	-18.85
2.25 Sliced	79,663	58,375	36.47	828,657	794,103	4.35	828,657	794,103	4.35
4.5 Chopped	30,382	17,362	74.99	386,406	359,475	7.49	386,406	359,475	7.49

Summary Report - Packout and Inventory					
Month Ending July 31, 2001					
Converted 24/300 Case Basis					
Item	Monthly Packout	Year-to-Date Packout	Inventory		
			00/01	99/00	% change
Total	546,529	12,608,361	4,614,160	6,821,824	-32.36
Markets					
Consumer	199,971	7,572,981	3,008,720	4,825,428	-37.65

Food Service	346,558	5,035,380	1,605,441	1,996,396	-19.58
Styles					
Whole	0	81,559	66,840	75,344	-11.29
Pitted	178,679	7,052,880	3,165,926	4,862,631	-34.89
Wedged	0	172,714	97,754	50,220	94.65
Sliced	342,231	4,720,988	1,113,306	1,610,983	-30.89
Chopped	25,619	544,047	138,793	162,155	-14.41
Broken Pitt	0	36,173	31,541	60,492	-47.86
Key Items					
24/300 Pitt	132,389	5,589,576	2,478,221	4,195,895	-40.94
6/10 Pitt	41,183	1,369,002	628,006	611,357	2.72
6/10 Sliced	294,436	3,316,180	808,424	1,256,937	-35.68
24/300 Whole	0	39,700	34,689	49,055	-29.29
6/10 Whole	0	41,513	31,760	25,290	25.58
6/10 Wedged	0	166,098	90,478	46,420	94.91
2.25 Sliced	20,892	801,309	165,467	205,829	-19.61
4.5 Chopped	14,681	372,187	88,277	100,204	-11.90
			Approximate Supply in Converted Cases		
			Total Inventory	4,614,160	
			Converted Storage	2,102,180	
			Approximate Supply	6,716,340	

Storage - Month Ending July 31, 2001	
Whole Canning Sizes	
Size	Tons
Small	1,085
Medium	1,178
Large	1,507
Ex. Large	1,262
Ex.Large Sev. "C"	306
Jumbo	1,029
Colossal	1,183
Super Colossal	311
Orchard Run	0
Total Canning	7,861
Limited	5,702

Total	13,562
Total Converted (*155)	2,102,180

Packout - Month Ending July 31, 2001							
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
Grn. Ripe Whole	0	0	0			0	0
Total	0	0	0			0	
Conv. Total	0	0	0				0
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	537	0			537	537
Medium	0	36,483	7,533			44,016	40,860
Large	0	71,560	0			71,560	71,560
Ex. Large	16,368	23,809	1,256			41,433	59,386
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	0	0			0	0
Colossal	2,976	0	0			2,976	6,336
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	19,344	132,389	8,789			160,522	
Conv. Total	41,183	132,389	5,106				178,679
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	114,344	784	37,991	0	50,956	204,075	342,231
Chopped	2,853	0	0	18,943	0	21,796	25,619
Total	117,197	784	37,991	18,943	50,956	225,871	
Conv. Total	305,374	917	25,986	14,681	20,892		367,850
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	546,529

Cumulative Packout - Month Ending July 31, 2001

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	5,745	0			5,745	5,745
Medium	0	4,965	0			4,965	4,965
Large	0	12,422	595			13,017	12,768
Ex. Large	0	5,010	0			5,010	5,010
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	17,405	5,155	0			22,560	42,210
Colossal	2,094	5,496	0			7,590	9,954
Super Colossal	0	907	0			907	907
Grn. Ripe Whole	0	0	0			0	0
Total	19,499	39,700	595			59,794	
Conv. Total	41,513	39,700	346				81,559
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,284	827,525	6,175			836,984	838,104
Medium	250,763	1,089,706	99,099			1,439,568	1,681,157
Large	70,917	1,236,871	52,027			1,359,815	1,418,081
Ex. Large	120,155	1,719,941	5,009			1,845,105	1,978,661
Ex. Large Sev "C"	59,593	57,209	0			116,802	184,082
Jumbo	124,653	359,740	0			484,393	625,126
Colossal	13,661	263,608	0			277,269	292,692
Sup. Colossal	0	27,195	0			27,195	27,195
Grn. Ripe Whole	0	7,781	0			7,781	7,781
Total	643,026	5,589,576	162,310			6,394,912	
Conv. Total	1,369,002	5,589,576	94,302				7,052,880
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	64,504	0	0	0	16,136	80,640	172,714
Sliced	1,287,837	96,969	716,440	0	1,954,412	4,055,658	4,720,988
Chopped	36,974	0	24,473	480,241	0	541,688	544,047
Total	1,389,315	96,969	740,913	480,241	1,970,548	4,677,986	
Conv. Total	3,624,036	113,454	520,147	372,187	807,925		5,437,748

Broken Pitt	6 No. 10s	24 No. 300s	Total	Conv. Total
Bkn. Pitt	389	35,345	35,734	36,173
Bkn. Pitt Grn. Ripe	0	0	0	0
Total	389	35,345	35,734	
Conv. Total	828	35,345		36,173
Converted Total				12,608,361

Inventory - Month Ending July 31, 2001							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	26	3,429	673			4,128	3,875
Medium	645	5,946	0			6,591	7,319
Large	800	7,044	0			7,844	8,747
Ex. Large	379	4,328	0			4,707	5,135
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	11,616	2,854	0			14,470	27,584
Colossal	1,395	8,281	0			9,676	11,251
Super Colossal	57	2,617	0			2,674	2,738
Grn. Ripe Whole	0	190	0			190	190
Total	14,918	34,689	673			50,280	
Conv. Total	31,760	34,689	391				66,840
Prior Year	25,290	49,055	998				75,344
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	9,996	643,077	2,588			655,661	665,862
Medium	111,191	388,373	65,921			565,485	663,399
Large	36,791	400,437	30,862			468,090	496,696
Ex. Large	60,181	464,394	985			525,560	593,092
Ex. Large Sev "C"	1,070	2,525	0			3,595	4,803
Jumbo	58,082	308,541	2,396			369,019	433,590
Colossal	17,507	233,698	0			251,205	270,970
Sup. Colossal	159	14,701	0			14,860	15,040
Grn. Ripe Whole	0	22,475	0			22,475	22,475
Total	294,977	2,478,221	102,752			2,875,950	
Conv. Total	628,006	2,478,221	59,699				3,165,926
Prior Year	611,357	4,195,895	55,379				4,862,631
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	35,137	1,856	0	0	12,451	49,444	97,754
Sliced	313,951	52,258	114,434	0	403,579	884,222	1,113,306

Chopped	11,934	1,288	1,410	113,906	0	128,538	138,793	
Total	361,022	55,402	115,844	113,906	416,030	1,062,204		
Conv. Total	944,657	66,340	80,007	88,277	170,572		1,349,853	
Prior Year	1,357,136	58,358	101,830	100,204	205,829		1,823,358	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	478	30,523				31,001	31,541	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	478	30,523				31,001		
Conv. Total	1,018	30,523					31,541	
Prior Year	2,612	57,880					60,492	
Converted Total								4,614,160

Sales - Month Ending July 31, 2001							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	16	1,399	0			1,415	1,433
Medium	8	184	0			192	201
Large	0	561	280			841	724
Ex. Large	0	339	0			339	339
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,090	544	0			1,634	2,865
Colossal	133	798	0			931	1,081
Super Colossal	0	85	0			85	85
Grn. Ripe Whole	0	0	0			0	0
Total	1,247	3,910	280			5,437	
Conv. Total	2,655	3,910	163				6,728
Prior Year	2,538	4,681	44				7,262
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	1,373	96,995	920			99,288	100,453
Medium	18,113	133,566	7,303			158,982	176,372
Large	5,409	197,208	2,701			205,318	210,293
Ex. Large	10,179	33,598	447			44,224	55,529
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	7,367	37,047	0			44,414	52,731
Colossal	1,926	16,457	0			18,383	20,557
Sup. Colossal	0	1,718	0			1,718	1,718
Grn. Ripe Whole	0	3,706	0			3,706	3,706
Total	44,367	520,295	11,371			576,033	

Conv. Total	94,457	520,295	6,607				621,359
Prior Year	107,093	417,615	3,591				528,299
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	3,158	0	0	0	400	3,558	8,296
Sliced	103,590	6,033	67,403	0	194,299	371,325	399,569
Chopped	3,014	17	660	39,203	0	42,894	42,790
Total	109,762	6,050	68,063	39,203	194,699	417,777	
Conv. Total	286,432	7,099	46,915	30,382	79,827		450,655
Prior Year	324,079	-202	24,632	17,362	58,375		424,246
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	36	11,492				11,528	11,569
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	36	11,492				11,528	
Conv. Total	77	11,492					11,569
Prior Year	60	7,021					7,081
						Converted Total	1,090,310

Cumulative Sales - Month Ending July 31, 2001						
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	19	6,472	0		6,491	6,512
Medium	426	5,836	0		6,262	6,743
Large	389	12,769	1,570		14,728	14,509
Ex. Large	31	3,735	74		3,840	3,844
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	10,240	5,611	0		15,851	27,412
Colossal	1,633	8,625	0		10,258	12,102
Super Colossal	6	1,612	0		1,618	1,625
Grn. Ripe Whole	0	15	0		15	15
Total	12,744	44,675	1,644		59,063	
Conv. Total	27,132	44,675	955			72,762
Prior Year	30,091	86,218	915			117,224
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	14,097	1,218,289	13,481		1,245,867	1,256,134
Medium	259,021	1,761,980	95,110		2,116,111	2,368,695
Large	63,253	2,745,279	37,380		2,845,912	2,901,662
Ex. Large	64,072	457,148	3,936		525,156	595,844

Ex. Large Sev "C"	78,792	10,200	0			88,992	177,948
Jumbo	112,845	570,735	0			683,580	810,982
Colossal	26,201	198,340	0			224,541	254,122
Sup. Colossal	33	32,358	0			32,391	32,428
Grn. Ripe Whole	0	34,057	0			34,057	34,057
Total	618,314	7,028,386	149,907			7,796,607	
Conv. Total	1,316,391	7,028,386	87,096				8,431,872
Prior Year	1,430,697	8,004,433	86,735				9,521,865
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	31,480	1,360	0	0	2,400	35,240	83,636
Sliced	1,413,197	83,203	736,757	0	2,021,114	4,254,271	5,068,928
Chopped	46,932	705	7,109	498,588	0	553,334	576,744
Total	1,491,609	85,268	743,866	498,588	2,023,514	4,842,845	
Conv. Total	3,899,981	100,595	512,686	386,406	829,641		5,729,308
Prior Year	4,379,900	107,036	407,505	359,475	796,685		6,050,600
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	1,052	92,258				93,310	94,498
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	1,052	92,258				93,310	
Conv. Total	2,240	92,258					94,498
Prior Year	3,594	112,527					116,121
						Converted Total	14,328,441

Consecutive Sales - 12 Months Ending July 31, 2001

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	19	6,472	0		6,491	6,512
Medium	426	5,836	0		6,262	6,743
Large	389	12,769	1,570		14,728	14,509
Ex. Large	31	3,735	74		3,840	3,844
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	10,240	5,611	0		15,851	27,412
Colossal	1,633	8,625	0		10,258	12,102
Super Colossal	6	1,612	0		1,618	1,625
Grn. Ripe Whole	0	15	0		15	15
Total	12,744	44,675	1,644		59,063	
Conv. Total	27,132	44,675	955			72,762
Prior Year	30,091	86,218	915			117,224

Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	14,097	1,218,289	13,481			1,245,867	1,256,134
Medium	259,021	1,761,980	95,110			2,116,111	2,368,695
Large	63,253	2,745,279	37,380			2,845,912	2,901,662
Ex. Large	64,072	457,148	3,936			525,156	595,844
Ex. Large Sev "C"	78,792	10,200	-100			88,892	177,890
Jumbo	112,845	570,735	100			683,680	811,040
Colossal	26,201	198,340	0			224,541	254,122
Sup. Colossal	33	32,358	0			32,391	32,428
Grn. Ripe Whole	0	34,057	0			34,057	34,057
Total	618,314	7,028,386	149,907			7,796,607	
Conv. Total	1,316,391	7,028,386	87,096				8,431,872
Prior Year	1,430,697	8,004,433	86,735				9,521,865
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	31,480	1,360	0	0	2,400	35,240	83,636
Sliced	1,413,197	83,203	736,757	0	2,021,114	4,254,271	5,068,928
Chopped	46,932	705	7,109	498,588	0	553,334	576,744
Total	1,491,609	85,268	743,866	498,588	2,023,514	4,842,845	
Conv. Total	3,899,981	100,595	512,686	386,406	829,641		5,729,308
Prior Year	4,379,900	107,036	407,505	359,475	796,685		6,050,600
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	1,052	92,258				93,310	94,498
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	1,052	92,258				93,310	
Conv. Total	2,240	92,258					94,498
Prior Year	3,594	112,527					116,121
Converted Total							14,328,441

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California Agricultural Statistics Service
P.O. Box 1258
Sacramento, CA 95812
Phone: (916) 498-5161
FAX: (916) 498-5186
E-mail: nass-ca@nass.usda.gov