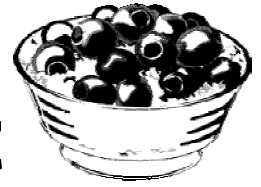


2003 California Olive Probability Survey Report



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CALIFORNIA AGRICULTURAL
STATISTICS SERVICE

2003 CALIFORNIA OLIVE FORECAST

California's 2003 olive crop forecast is 115,000 tons, up 12 percent compared to last year's 103,000 tons. The bearing acreage remains at 36,000 acres. The yield, at 3.19 tons per acre, is 12 percent more than the previous year. The olive crop is alternate bearing, with this year representing the high year of production. Production, however, is expected to be lower than originally anticipated. The cool, wet spring delayed bloom in most locations. Temperatures then increased, resulting in an uneven bloom and spotty set.

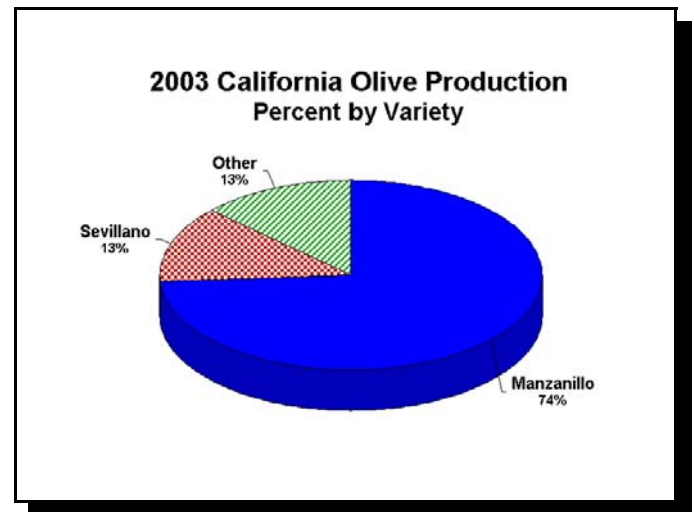
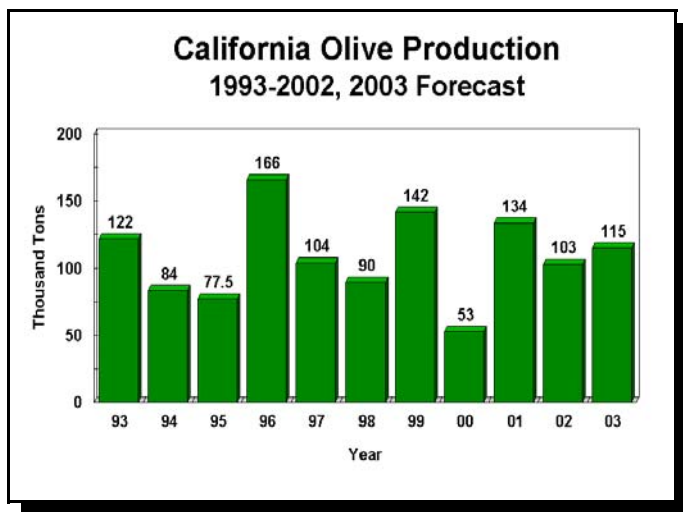
The Manzanillo and Sevillano varieties are expected to produce 74 percent and 13 percent, respectively, of the total production. The remaining 13 percent are expected to come from all other varieties. The majority of the total production will be utilized for canning. It is estimated that approximately 105,000 tons will be canned with the remaining 10,000 used for olive oil and other specialty products.

VARIETAL FORECAST

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

Variety	2002		2003 Estimated Tonnage	Percent Change
	Acreage	Tonnage		
Manzanillo	26,000	66,300	85,000	128
Sevillano	6,500	23,500	15,000	64
Other ^{1/}	3,500	11,500	15,000	130
TOTAL	36,000	103,000	115,000	112

^{1/} Includes acreage and production for varieties that were or will be used for oil and other specialty products.



SURVEY METHODOLOGY

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

SURVEY SAMPLE

A total of 339 growers was sampled for the survey. Reports from 314 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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