

CALIFORNIA MONTHLY OLIVE REPORT

Released: March 2, 2004

Revised: March 8, 2004

Summary Report - Sales									
Month Ending January 31, 2004									
Converted 24/300 Case Basis									
Item	Monthly Sales			Year-to-Date Sales			Consecutive 12-Month Sales		
	03/04	02/03	% Change	03/04	02/03	% change	03/04	02/03	% change
Total	1,004,367	808,967	24.15	7,905,671	7,418,020	6.57	14,776,751	14,186,829	4.16
Markets									
Consumer	638,339	496,903	28.46	5,593,240	5,346,562	4.61	10,298,957	9,847,220	4.59
Food Service	366,028	312,064	17.29	2,312,431	2,071,458	11.63	4,477,794	4,339,608	3.18
Styles									
Whole	2,239	5,204	-56.98	26,015	29,610	-12.14	44,922	60,499	-25.75
Pitted	565,135	442,710	27.65	5,166,588	4,929,138	4.82	9,364,227	9,021,386	3.80
Wedged	6,119	6,834	-10.46	42,749	39,973	6.94	81,129	81,828	-0.85
Sliced	383,036	304,969	25.60	2,393,146	2,136,932	11.99	4,728,174	4,437,871	6.54
Chopped	35,478	43,566	-18.56	216,069	230,835	-6.40	439,183	485,157	-9.48
Broken Pitt	12,359	5,685	117.40	61,104	51,532	18.58	119,115	100,087	19.01
Key Items									
24/300 Pitt	481,650	358,262	34.44	4,537,743	4,310,291	5.28	8,157,285	7,782,183	4.82
6/10 Pitt	80,668	82,473	-2.19	597,727	587,715	1.70	1,151,265	1,174,957	-2.02
6/10 Sliced	272,633	216,043	26.19	1,644,485	1,414,128	16.29	3,182,888	2,968,651	7.22
24/300 Whole	757	3,011	-74.86	15,683	18,432	-14.91	25,821	39,306	-34.31
6/10 Whole	1,482	2,193	-32.43	10,292	11,167	-7.84	19,029	21,158	-10.06
6/10 Wedged	5,791	6,752	-14.23	41,437	39,235	5.61	78,115	79,426	-1.65
2.25 Sliced	65,037	48,725	33.48	438,586	400,061	9.63	883,354	816,568	8.18
4.5 Chopped	30,161	26,416	14.18	192,658	190,809	0.97	368,421	364,057	1.20

Summary Report - Packout and Inventory									
Month Ending January 31, 2004									
Converted 24/300 Case Basis									
Item	Monthly Packout			Year-to-Date Packout			Inventory		
	03/04	02/03	% change	03/04	02/03	% change	03/04	02/03	% change
Total	1,244,144	648,784	91.77	7,903,015	7,257,337	8.90	6,742,406	6,464,443	4.30
Markets									

Consumer	950,848	491,083	93.62	5,739,556	5,682,133	1.01	4,694,438	4,195,225	11.90
Food Service	293,296	157,701	85.98	2,163,460	1,575,204	37.34	2,047,968	2,269,218	-9.75
Styles									
Whole	1,598	468	241.46	7,556	20,136	-62.47	36,440	54,303	-32.90
Pitted	843,889	436,616	93.28	4,937,643	4,784,439	3.20	4,244,012	4,214,666	0.70
Wedged	15,468	0	0.00	62,221	42,056	47.95	37,726	46,284	-18.49
Sliced	337,683	190,674	77.10	2,637,461	2,186,078	20.65	2,057,280	1,997,967	2.97
Chopped	24,382	18,550	31.44	189,114	192,793	-1.91	264,951	120,650	119.60
Broken Pitt	21,123	2,476	753.11	69,021	31,836	116.80	101,998	30,574	233.61
Key Items									
24/300 Pitt	795,528	406,403	95.75	4,665,460	4,517,512	3.27	3,786,313	3,464,464	9.29
6/10 Pitt	44,264	30,213	46.51	259,470	238,853	8.63	425,487	705,838	-39.72
6/10 Sliced	230,645	127,488	80.92	1,830,642	1,284,863	42.48	1,541,081	1,467,850	4.99
24/300 Whole	723	468	54.49	3,130	16,706	-81.26	26,272	29,221	-10.09
6/10 Whole	875	0	0.00	4,426	3,430	29.05	9,838	24,784	-60.30
6/10 Wedged	15,468	0	0.00	59,735	40,605	47.11	36,526	42,400	-13.85
2.25 Sliced	82,189	45,378	81.12	468,399	562,167	-16.68	280,740	299,683	-6.32
4.5 Chopped	22,339	18,550	20.42	174,356	184,720	-5.61	207,458	86,640	139.45
							Approximate Supply in Converted Cases		
							Total Inventory	6,742,406	
							Converted Storage	13,824,768	
							Approximate Supply	20,567,174	

Storage - Month Ending January 31, 2004	
Whole Canning Sizes	
Size	Tons
Small	6,699
Medium	17,636
Large	21,182
Ex. Large	18,970
Ex.Large Sev. "C"	1,264
Jumbo	4,329
Colossal	5,818
Super Colossal	1,984
Orchard Run	0
Total Canning	77,882
Limited	11,310

Total	89,192
Total Converted (*155)	13,824,768

Packout - Month Ending January 31, 2004							
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	411	723	0			1,134	1,598
Colossal	0	0	0			0	0
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	411	723	0			1,134	
Conv. Total	875	723	0				1,598
Prior Year	0	468	0				468
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	28,429	0			28,429	28,429
Medium	12,113	104,479	0			116,592	130,268
Large	4,705	125,225	7,052			136,982	139,339
Ex. Large	0	381,925	0			381,925	381,925
Ex. Large Sev "C"	1,068	0	0			1,068	2,274
Jumbo	2,905	27,451	0			30,356	33,636
Colossal	0	105,543	0			105,543	105,543
Sup. Colossal	0	22,476	0			22,476	22,476
Grn. Ripe Whole	0	0	0			0	0
Total	20,791	795,528	7,052			823,371	
Conv. Total	44,264	795,528	4,097				843,889
Prior Year	30,213	406,403	0				436,616
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	6,007	0	0	0	0	6,007	15,468
Sliced	89,571	0	36,328	0	200,462	326,361	337,683
Chopped	533	0	0	28,824	0	29,357	24,382
Total	96,111	0	36,328	28,824	200,462	361,725	
Conv. Total	248,157	0	24,848	22,339	82,189		377,533
Prior Year	127,488	0	17,807	18,550	45,378	0	209,224

Broken Pitt	6 No. 10s	24 No. 300s	Total	Conv. Total
Bkn. Pitt	0	21,123	21,123	21,123
Bkn. Pitt Grn. Ripe	0	0	0	0
Total	0	21,123	21,123	
Conv. Total	0	21,123		21,123
Prior Year	0	2,476		2,476
			Converted Total	1,244,144

Cumulative Packout - Month Ending January 31, 2004							
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	1,780	1,613	0			3,393	5,403
Colossal	299	0	0			299	637
Super Colossal	0	1,517	0			1,517	1,517
Grn. Ripe Whole	0	0	0			0	0
Total	2,079	3,130	0			5,209	
Conv. Total	4,426	3,130	0				7,556
Prior Year	3,430	16,706	0				20,136
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	59,720	0			59,720	59,720
Medium	76,001	1,459,476	7,337			1,542,814	1,625,545
Large	12,113	1,238,779	14,544			1,265,436	1,273,018
Ex. Large	0	1,192,059	0			1,192,059	1,192,059
Ex. Large Sev "C"	14,965	1,452	0			16,417	33,312
Jumbo	16,687	317,092	0			333,779	352,619
Colossal	2,108	295,491	0			297,599	299,979
Sup. Colossal	0	33,161	0			33,161	33,161
Grn. Ripe Whole	0	68,230	0			68,230	68,230
Total	121,874	4,665,460	21,881			4,809,215	
Conv. Total	259,470	4,665,460	12,713				4,937,643
Prior Year	238,853	4,517,512	28,075				4,784,440
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total

Segmented	23,198	0	0	0	6,064	29,262	62,221	
Sliced	710,929	31,743	440,468	0	1,142,437	2,325,577	2,637,461	
Chopped	2,189	0	5,175	224,975	0	232,339	189,114	
Total	736,316	31,743	445,643	224,975	1,148,501	2,587,178		
Conv. Total	1,898,770	37,139	307,645	174,356	470,885		2,888,795	
Prior Year	1,332,922	41,061	300,057	184,720	562,167		2,420,927	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	373	68,227				68,600	69,021	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	373	68,227				68,600		
Conv. Total	794	68,227					69,021	
Prior Year	0	31,836					31,836	
Converted Total								7,903,015

Inventory - Month Ending January 31, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6	1,545	0			1,551	1,558
Medium	102	4,399	0			4,501	4,616
Large	11	7,033	413			7,457	7,296
Ex. Large	305	3,442	154			3,901	4,181
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,646	2,631	0			6,277	10,393
Colossal	551	5,057	0			5,608	6,230
Super Colossal	0	1,797	0			1,797	1,797
Grn. Ripe Whole	0	368	0			368	368
Total	4,621	26,272	567			31,460	
Conv. Total	9,838	26,272	329				36,440
Prior Year	24,784	29,221	298				54,303
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,757	320,700	1,628			326,085	329,645
Medium	57,521	926,242	31,815			1,015,578	1,067,189
Large	32,506	1,052,649	19,341			1,104,496	1,133,091
Ex. Large	43,531	846,055	579			890,165	939,069
Ex. Large Sev "C"	19,145	969	0			20,114	41,729
Jumbo	33,224	260,620	2,079			295,923	332,562
Colossal	10,083	289,869	0			299,952	311,336
Sup. Colossal	73	39,859	0			39,932	40,014

Grn. Ripe Whole	13	49,350	0			49,363	49,378
Total	199,853	3,786,313	55,442			4,041,608	
Conv. Total	425,487	3,786,313	32,212				4,244,012
Prior Year	705,838	3,464,464	44,364				4,214,666
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	14,185	0	0	0	2,925	17,110	37,726
Sliced	598,478	47,673	262,693	0	684,732	1,593,576	2,057,280
Chopped	8,545	8,614	3,649	267,688	0	288,496	264,951
Total	621,208	56,287	266,342	267,688	687,657	1,899,182	
Conv. Total	1,610,369	76,020	184,170	207,458	281,939		2,359,957
Prior Year	1,538,223	47,769	190,875	86,640	301,393		2,164,901
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	1,068	99,724				100,792	101,998
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	1,068	99,724				100,792	
Conv. Total	2,274	99,724					101,998
Prior Year	373	30,201					30,574
						Converted Total	6,742,406

Sales - Month Ending January 31, 2004

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	0	0	0		0	0
Medium	0	153	0		153	153
Large	0	-8	0		-8	-8
Ex. Large	0	50	0		50	50
Ex. Large Sev "C"	0	0	0		0	0
Jumbo	560	222	0		782	1,414
Colossal	136	187	0		323	477
Super Colossal	0	153	0		153	153
Grn. Ripe Whole	0	0	0		0	0
Total	696	757	0		1,453	
Conv. Total	1,482	757	0			2,239
Prior Year	2,193	3,011	0			5,204
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	828	51,619	0		52,447	53,382
Medium	15,607	136,389	3,073		155,069	171,402

Large	3,271	180,529	1,776			185,576	188,525
Ex. Large	10,135	52,399	0			62,534	73,976
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	5,883	41,476	0			47,359	54,001
Colossal	2,166	13,200	0			15,366	17,811
Sup. Colossal	0	2,609	0			2,609	2,609
Grn. Ripe Whole	0	3,429	0			3,429	3,429
Total	37,890	481,650	4,849			524,389	
Conv. Total	80,668	481,650	2,817				565,135
Prior Year	82,473	358,262	1,975				442,710
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	2,249	0	0	0	800	3,049	6,119
Sliced	105,877	7,910	52,795	0	158,626	325,208	383,036
Chopped	1,387	0	0	38,917	0	40,304	35,478
Total	109,513	7,910	52,795	38,917	159,426	368,561	
Conv. Total	283,742	9,255	36,112	30,161	65,365		424,634
Prior Year	227,364	19,997	32,783	26,416	48,807		355,368
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	64	12,223				12,287	12,359
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	64	12,223				12,287	
Conv. Total	136	12,223					12,359
Prior Year	34	5,651					5,685
Converted Total							1,004,367

Cumulative Sales - Month Ending January 31, 2004

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	1,632	0	1,632	1,632
Medium	62	377	0	439	509
Large	0	6,031	0	6,031	6,031
Ex. Large	0	803	70	873	844
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	4,318	2,400	0	6,718	11,593
Colossal	454	3,672	0	4,126	4,639
Super Colossal	0	768	0	768	768
Grn. Ripe Whole	0	0	0	0	0
Total	4,834	15,683	70	20,587	

Conv. Total	10,292	15,683	41				26,015
Prior Year	11,167	18,432	12				29,611
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6,254	507,662	5,840			519,756	524,370
Medium	115,638	1,189,832	30,857			1,336,327	1,453,953
Large	25,655	1,798,822	16,862			1,841,339	1,863,238
Ex. Large	76,034	490,836	0			566,870	652,712
Ex. Large Sev "C"	0	850	0			850	850
Jumbo	45,338	391,763	0			437,101	488,288
Colossal	11,836	122,636	0			134,472	147,835
Sup. Colossal	0	13,123	0			13,123	13,123
Grn. Ripe Whole	0	22,219	0			22,219	22,219
Total	280,755	4,537,743	53,559			4,872,057	
Conv. Total	597,727	4,537,743	31,118				5,166,588
Prior Year	587,715	4,310,291	31,132				4,929,138
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	16,092	0	0	0	3,200	19,292	42,749
Sliced	638,635	49,472	368,703	0	1,069,722	2,126,532	2,393,146
Chopped	4,625	136	4,357	248,591	0	257,709	216,069
Total	659,352	49,608	373,060	248,591	1,072,922	2,403,533	
Conv. Total	1,703,654	58,202	257,552	192,658	439,898		2,651,964
Prior Year	1,471,640	70,531	273,961	190,809	400,799		2,407,740
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	356	60,346				60,702	61,104
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	356	60,346				60,702	
Conv. Total	758	60,346					61,104
Prior Year	937	50,595					51,532
						Converted Total	7,905,671

Consecutive Sales - 12 Months Ending January 31, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	3,400	0			3,400	3,400
Medium	62	736	0			798	868
Large	0	9,579	0			9,579	9,579
Ex. Large	10	987	124			1,121	1,080

Ex. Large Sev "C"	0	0	0			0	0	
Jumbo	8,092	3,854	0			11,946	21,082	
Colossal	774	5,954	0			6,728	7,602	
Super Colossal	0	1,311	0			1,311	1,311	
Grn. Ripe Whole	0	0	0			0	0	
Total	8,938	25,821	124			34,883		
Conv. Total	19,029	25,821	72				44,922	
Prior Year	21,158	39,306	35				60,499	
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total	
Small	11,093	943,905	9,700			964,698	973,158	
Medium	220,994	2,081,703	56,753			2,359,450	2,585,173	
Large	50,412	3,225,456	29,377			3,305,245	3,349,851	
Ex. Large	145,546	926,574	0			1,072,120	1,236,441	
Ex. Large Sev "C"	182	26,973	0			27,155	27,360	
Jumbo	89,779	668,854	0			758,633	859,993	
Colossal	22,748	222,642	0			245,390	271,072	
Sup. Colossal	0	24,965	0			24,965	24,965	
Grn. Ripe Whole	0	36,213	0			36,213	36,213	
Total	540,754	8,157,285	95,830			8,793,869		
Conv. Total	1,151,265	8,157,285	55,677				9,364,227	
Prior Year	1,174,957	7,782,183	64,246				9,021,386	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	30,336	0	0	0	7,351	37,687	81,129	
Sliced	1,236,073	112,151	775,900	0	2,154,521	4,278,645	4,728,174	
Chopped	11,525	8,620	5,137	475,382	0	500,664	439,183	
Total	1,277,934	120,771	781,037	475,382	2,161,872	4,816,996		
Conv. Total	3,305,190	151,474	537,034	368,421	886,368		5,248,486	
Prior Year	3,139,099	133,750	548,979	364,057	818,971		5,004,856	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	1,085	116,805				117,890	119,115	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	1,085	116,805				117,890		
Conv. Total	2,310	116,805					119,115	
Prior Year	4,394	95,693					100,087	
Converted Total								14,776,751

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