

CALIFORNIA MONTHLY OLIVE REPORT

Released: March 22, 2004

Summary Report - Sales									
Month Ending February 29, 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	865,291	785,047	10.22	8,770,963	8,203,068	6.92	14,856,995	14,219,469	4.48
Markets									
Consumer	538,815	495,093	8.83	6,132,056	5,841,655	4.97	10,342,679	9,923,935	4.22
Food Service	326,476	289,955	12.60	2,638,907	2,361,413	11.75	4,514,316	4,295,534	5.09
Styles									
Whole	2,062	1,176	75.40	28,077	30,786	-8.80	45,809	58,506	-21.70
Pitted	453,266	413,389	9.65	5,619,854	5,342,527	5.19	9,404,105	9,072,714	3.65
Wedged	4,924	4,353	13.13	47,673	44,326	7.55	81,701	81,289	0.51
Sliced	367,341	314,494	16.80	2,760,487	2,451,427	12.61	4,781,020	4,416,801	8.25
Chopped	31,653	45,634	-30.64	247,722	276,469	-10.40	425,202	491,949	-13.57
Broken Pitt	6,045	6,001	0.74	67,149	57,533	16.71	119,159	98,211	21.33
Key Items									
24/300 Pitt	375,216	332,560	12.83	4,912,959	4,642,851	5.82	8,199,941	7,836,178	4.64
6/10 Pitt	74,792	78,526	-4.76	672,519	666,241	0.94	1,147,531	1,174,950	-2.33
6/10 Sliced	240,860	205,434	17.24	1,885,345	1,619,562	16.41	3,218,315	2,935,974	9.62
24/300 Whole	953	585	62.91	16,636	19,017	-12.52	26,189	38,087	-31.24
6/10 Whole	1,109	579	91.54	11,401	11,746	-2.94	19,559	20,372	-3.99
6/10 Wedged	4,596	4,025	14.20	46,033	43,260	6.41	78,687	78,911	-0.28
2.25 Sliced	74,854	62,197	20.35	513,440	462,258	11.07	896,011	821,181	9.11
4.5 Chopped	26,592	25,292	5.14	219,250	216,101	1.46	369,721	363,349	1.75

Summary Report - Packout and Inventory									
Month Ending February 29, 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	1,152,001	1,179,336	-2.32	9,055,016	8,436,674	7.33	7,026,532	6,856,659	2.48
Markets									

Consumer	830,083	926,447	-10.40	6,569,639	6,608,580	-0.59	4,981,979	4,635,063	7.48
Food Service	321,918	252,889	27.30	2,485,377	1,828,093	35.95	2,044,553	2,221,596	-7.97
Styles									
Whole	2,438	4,952	-50.77	9,994	25,088	-60.16	36,829	57,869	-36.36
Pitted	747,009	811,050	-7.90	5,684,652	5,595,489	1.59	4,533,581	4,598,022	-1.40
Wedged	0	8,871	-100.00	62,221	50,927	22.18	34,275	48,472	-29.29
Sliced	362,720	313,799	15.59	3,000,181	2,499,877	20.01	2,048,354	1,989,092	2.98
Chopped	33,019	38,779	-14.85	222,132	231,572	-4.08	268,359	132,328	102.80
Broken Pitt	6,815	1,885	261.54	75,836	33,721	124.89	105,135	30,876	240.51
Key Items									
24/300 Pitt	665,091	712,470	-6.65	5,330,551	5,229,982	1.92	4,073,304	3,830,578	6.34
6/10 Pitt	78,198	94,813	-17.52	337,668	333,665	1.20	427,848	721,639	-40.71
6/10 Sliced	242,568	143,984	68.47	2,073,210	1,428,847	45.10	1,540,674	1,398,964	10.13
24/300 Whole	1,286	4,952	-74.03	4,416	21,658	-79.61	26,610	33,578	-20.75
6/10 Whole	1,152	0	0.00	5,578	3,430	62.63	9,889	24,004	-58.80
6/10 Wedged	0	8,871	-100.00	59,735	49,476	20.73	33,403	44,916	-25.63
2.25 Sliced	54,015	85,978	-37.18	522,414	648,146	-19.40	258,921	322,921	-19.82
4.5 Chopped	33,019	33,558	-1.61	207,375	218,277	-4.99	214,181	94,404	126.88
							Approximate Supply in Converted Cases		
							Total Inventory	7,026,532	
							Converted Storage	12,632,643	
							Approximate Supply	19,659,175	

Storage - Month Ending February 29, 2004	
Whole Canning Sizes	
Size	Tons
Small	5,799
Medium	16,471
Large	19,744
Ex. Large	16,811
Ex.Large Sev. "C"	1,214
Jumbo	4,103
Colossal	5,344
Super Colossal	1,984
Orchard Run	0
Total Canning	71,469

Limited	10,032
Total	81,501
Total Converted (*155)	12,632,643

Packout - Month Ending February 29, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	1,286	0			1,286	1,286
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	541	0	0			541	1,152
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	541	1,286	0			1,827	
Conv. Total	1,152	1,286	0				2,438
Prior Year	0	4,952	0				4,952
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	1,884	0			1,884	1,884
Medium	21,316	106,961	6,403			134,680	156,063
Large	0	181,882	0			181,882	181,882
Ex. Large	859	297,297	0			298,156	299,126
Ex. Large Sev "C"	3,027	0	0			3,027	6,444
Jumbo	6,928	24,334	0			31,262	39,084
Colossal	4,600	52,733	0			57,333	62,526
Sup. Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	36,730	665,091	6,403			708,224	
Conv. Total	78,198	665,091	3,720				747,009
Prior Year	94,813	712,470	3,767				811,050
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	94,201	30,043	45,303	0	131,743	301,290	362,720
Chopped	0	0	0	42,605	0	42,605	33,019
Total	94,201	30,043	45,303	42,605	131,743	343,895	
Conv. Total	242,568	35,150	30,987	33,019	54,015		395,739

Prior Year	158,076	55,928	27,909	33,558	85,978	0	361,449
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	0	6,815				6,815	6,815
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	0	6,815				6,815	
Conv. Total	0	6,815					6,815
Prior Year	0	1,885					1,885
				Converted Total			1,152,001

Cumulative Packout - Month Ending February 29, 2004						
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	0	0	0		0	0
Medium	0	1,286	0		1,286	1,286
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	840	0	0		840	1,788
Super Colossal	0	1,517	0		1,517	1,517
Grn. Ripe Whole	0	0	0		0	0
Total	2,620	4,416	0		7,036	
Conv. Total	5,578	4,416	0			9,994
Prior Year	3,430	21,658	0			25,088
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff		Total	Conv. Total
Small	0	61,604	0		61,604	61,604
Medium	97,317	1,566,437	13,740		1,677,494	1,781,608
Large	12,113	1,420,661	14,544		1,447,318	1,454,900
Ex. Large	859	1,489,356	0		1,490,215	1,491,185
Ex. Large Sev "C"	17,992	1,452	0		19,444	39,757
Jumbo	23,615	341,426	0		365,041	391,702
Colossal	6,708	348,224	0		354,932	362,505
Sup. Colossal	0	33,161	0		33,161	33,161
Grn. Ripe Whole	0	68,230	0		68,230	68,230
Total	158,604	5,330,551	28,284		5,517,439	
Conv. Total	337,668	5,330,551	16,433			5,684,652
Prior Year	333,665	5,229,982	31,842			5,595,489

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	805,130	61,786	485,771	0	1,274,180	2,626,867	3,000,181	
Chopped	2,189	0	5,175	267,580	0	274,944	222,132	
Total	830,517	61,786	490,946	267,580	1,280,244	2,931,073		
Conv. Total	2,141,337	72,290	338,633	207,375	524,900		3,284,534	
Prior Year	1,490,998	96,989	327,965	218,277	648,146		2,782,375	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	373	75,042				75,415	75,836	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	373	75,042				75,415		
Conv. Total	794	75,042					75,836	
Prior Year	0	33,721					33,721	
Converted Total								9,055,016

Inventory - Month Ending February 29, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6	2,021	0			2,027	2,034
Medium	102	5,007	0			5,109	5,224
Large	11	7,476	413			7,900	7,739
Ex. Large	305	2,763	154			3,222	3,502
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,145	2,206	0			5,351	8,902
Colossal	1,076	5,008	0			6,084	7,299
Super Colossal	0	1,761	0			1,761	1,761
Grn. Ripe Whole	0	368	0			368	368
Total	4,645	26,610	567			31,822	
Conv. Total	9,889	26,610	329				36,829
Prior Year	24,004	33,578	286				57,869
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,965	318,132	1,628			323,725	327,519
Medium	67,584	968,963	34,676			1,071,223	1,132,996
Large	25,092	1,150,487	16,853			1,192,432	1,213,699
Ex. Large	37,627	957,260	579			995,466	1,037,704
Ex. Large Sev "C"	19,337	934	0			20,271	42,102
Jumbo	34,058	276,543	2,079			312,680	350,260
Colossal	13,149	314,523	0			327,672	342,517

Sup. Colossal	137	39,277	0			39,414	39,569
Grn. Ripe Whole	13	47,185	0			47,198	47,213
Total	200,962	4,073,304	55,815			4,330,081	
Conv. Total	427,848	4,073,304	32,429				4,533,581
Prior Year	721,639	3,830,578	45,805				4,598,022
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	12,972	0	0	0	2,126	15,098	34,275
Sliced	598,320	67,781	247,742	0	631,515	1,545,358	2,048,354
Chopped	7,961	8,156	3,649	276,363	0	296,129	268,359
Total	619,253	75,937	251,391	276,363	633,641	1,856,585	
Conv. Total	1,604,599	98,470	173,944	214,181	259,793		2,350,988
Prior Year	1,475,767	92,064	183,353	94,404	324,303		2,169,892
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	1,041	102,919				103,960	105,135
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	1,041	102,919				103,960	
Conv. Total	2,216	102,919					105,135
Prior Year	185	30,691					30,876
Converted Total							7,026,532

Sales - Month Ending February 29, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	136	0			136	136
Medium	0	68	0			68	68
Large	0	238	0			238	238
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	505	425	0			930	1,500
Colossal	16	68	0			84	102
Super Colossal	0	17	0			17	17
Grn. Ripe Whole	0	1	0			1	1
Total	521	953	0			1,474	
Conv. Total	1,109	953	0				2,062
Prior Year	579	585	12				1,176
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	538	43,355	500			44,393	44,791

Medium	13,814	101,117	2,657			117,588	132,071
Large	3,563	129,645	2,451			135,659	138,655
Ex. Large	9,616	59,201	0			68,817	79,673
Ex. Large Sev "C"	0	35	0			35	35
Jumbo	5,968	31,274	0			37,242	43,980
Colossal	1,631	7,757	0			9,388	11,229
Sup. Colossal	0	587	0			587	587
Grn. Ripe Whole	0	2,245	0			2,245	2,245
Total	35,130	375,216	5,608			415,954	
Conv. Total	74,792	375,216	3,258				453,266
Prior Year	78,526	332,560	2,303				413,389
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	1,785	0	0	0	800	2,585	4,924
Sliced	93,538	8,583	60,796	0	182,570	345,487	367,341
Chopped	1,320	0	0	34,312	0	35,632	31,653
Total	96,643	8,583	60,796	34,312	183,370	383,704	
Conv. Total	250,518	10,042	41,584	26,592	75,182		403,918
Prior Year	210,662	30,702	35,301	25,292	62,525		364,482
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	27	5,988				6,015	6,045
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	27	5,988				6,015	
Conv. Total	57	5,988					6,045
Prior Year	187	5,814					6,001
						Converted Total	865,291

Cumulative Sales - Month Ending February 29, 2004

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	1,768	0	1,768	1,768
Medium	62	445	0	507	577
Large	0	6,269	0	6,269	6,269
Ex. Large	0	803	70	873	844
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	4,823	2,825	0	7,648	13,093
Colossal	470	3,740	0	4,210	4,741
Super Colossal	0	785	0	785	785
Grn. Ripe Whole	0	1	0	1	1

Total	5,355	16,636	70			22,061	
Conv. Total	11,401	16,636	41				28,077
Prior Year	11,746	19,017	23				30,786
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6,792	551,017	6,340			564,149	569,161
Medium	129,452	1,290,949	33,514			1,453,915	1,586,024
Large	29,218	1,928,467	19,313			1,976,998	2,001,893
Ex. Large	85,650	550,037	0			635,687	732,386
Ex. Large Sev "C"	0	885	0			885	885
Jumbo	51,306	423,037	0			474,343	532,267
Colossal	13,467	130,393	0			143,860	159,064
Sup. Colossal	0	13,710	0			13,710	13,710
Grn. Ripe Whole	0	24,464	0			24,464	24,464
Total	315,885	4,912,959	59,167			5,288,011	
Conv. Total	672,519	4,912,959	34,376				5,619,854
Prior Year	666,241	4,642,851	33,435				5,342,527
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	17,877	0	0	0	4,000	21,877	47,673
Sliced	732,173	58,055	429,499	0	1,252,292	2,472,019	2,760,487
Chopped	5,945	136	4,357	282,903	0	293,341	247,722
Total	755,995	58,191	433,856	282,903	1,256,292	2,787,237	
Conv. Total	1,954,172	68,244	299,136	219,250	515,080		3,055,882
Prior Year	1,682,302	101,233	309,262	216,101	463,324		2,772,222
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	383	66,334				66,717	67,149
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	383	66,334				66,717	
Conv. Total	815	66,334					67,149
Prior Year	1,124	56,409					57,533
						Converted Total	8,770,963

Consecutive Sales - 12 Months Ending February 29, 2004

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	3,468	0			3,468	3,468
Medium	62	736	0			798	868
Large	0	9,634	0			9,634	9,634

Ex. Large	10	1,004	104			1,118	1,086	
Ex. Large Sev "C"	0	0	0			0	0	
Jumbo	8,349	4,177	0			12,526	21,952	
Colossal	766	5,920	0			6,686	7,551	
Super Colossal	0	1,249	0			1,249	1,249	
Grn. Ripe Whole	0	1	0			1	1	
Total	9,187	26,189	104			35,480		
Conv. Total	19,559	26,189	60				45,809	
Prior Year	20,372	38,087	46				58,505	
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total	
Small	11,135	952,974	9,900			974,009	982,432	
Medium	220,375	2,103,548	57,028			2,380,951	2,605,860	
Large	50,062	3,212,701	30,547			3,293,310	3,337,031	
Ex. Large	143,515	939,145	0			1,082,660	1,244,688	
Ex. Large Sev "C"	182	27,008	0			27,190	27,395	
Jumbo	90,710	677,733	0			768,443	870,855	
Colossal	23,021	226,095	0			249,116	275,107	
Sup. Colossal	0	24,700	0			24,700	24,700	
Grn. Ripe Whole	0	36,037	0			36,037	36,037	
Total	539,000	8,199,941	97,475			8,836,416		
Conv. Total	1,147,531	8,199,941	56,633				9,404,105	
Prior Year	1,174,950	7,836,178	61,585				9,072,713	
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	30,558	0	0	0	7,351	37,909	81,701	
Sliced	1,249,831	110,851	785,086	0	2,185,392	4,331,160	4,781,020	
Chopped	12,531	476	5,137	477,059	0	495,203	425,202	
Total	1,292,920	111,327	790,223	477,059	2,192,743	4,864,272		
Conv. Total	3,345,046	130,814	543,317	369,721	899,025		5,287,922	
Prior Year	3,095,663	154,620	552,848	363,349	823,559		4,990,039	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	1,024	116,979				118,003	119,159	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	1,024	116,979				118,003		
Conv. Total	2,180	116,979					119,159	
Prior Year	4,548	93,663					98,211	
Converted Total								14,856,995

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