

CALIFORNIA MONTHLY OLIVE REPORT

Released: April 18, 2004

Summary Report - Sales									
Month Ending March 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	1,231,998	1,134,481	8.60	10,002,961	9,337,549	7.13	14,954,512	14,220,160	5.16
Markets									
Consumer	812,044	764,694	6.19	6,944,099	6,606,348	5.11	10,390,029	9,925,541	4.68
Food Service	419,954	369,788	13.57	3,058,862	2,731,201	12.00	4,564,482	4,294,619	6.28
Styles									
Whole	4,526	3,305	36.96	32,603	34,091	-4.36	47,030	56,293	-16.46
Pitted	721,524	674,502	6.97	6,341,378	6,017,029	5.39	9,451,126	9,086,254	4.02
Wedged	9,758	6,660	46.52	57,432	50,986	12.64	84,799	78,853	7.54
Sliced	456,016	399,415	14.17	3,216,503	2,850,842	12.83	4,837,621	4,408,238	9.74
Chopped	32,507	37,961	-14.37	280,229	314,431	-10.88	419,747	487,687	-13.93
Broken Pitt	7,667	12,638	-39.33	74,816	70,171	6.62	114,188	102,834	11.04
Key Items									
24/300 Pitt	620,565	577,327	7.49	5,533,524	5,220,178	6.00	8,243,179	7,850,385	5.00
6/10 Pitt	97,523	92,233	5.74	770,042	758,473	1.53	1,152,822	1,176,869	-2.04
6/10 Sliced	305,792	260,314	17.47	2,191,137	1,879,876	16.56	3,263,792	2,940,387	11.00
24/300 Whole	2,810	1,637	71.66	19,446	20,654	-5.85	27,362	36,706	-25.46
6/10 Whole	1,716	1,648	4.13	13,117	13,394	-2.07	19,627	19,544	0.42
6/10 Wedged	9,594	6,414	49.58	55,628	49,674	11.98	81,867	76,393	7.17
2.25 Sliced	92,960	76,429	21.63	606,400	538,687	12.57	912,542	812,501	12.31
4.5 Chopped	27,178	28,783	-5.58	246,428	244,884	0.63	368,116	363,869	1.17

Summary Report - Packout and Inventory									
Month Ending March 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	1,151,397	1,872,767	-38.52	10,206,413	10,309,441	-1.00	7,080,534	7,129,299	-0.68
Markets									

Consumer	764,174	601,400	27.07	7,333,813	7,209,980	1.72	5,032,731	4,952,492	1.62
Food Service	387,223	1,271,368	-69.54	2,872,600	3,099,461	-7.32	2,047,803	2,176,807	-5.93
Styles									
Whole	273	0	0.00	10,266	25,088	-59.08	32,581	54,487	-40.21
Pitted	600,702	1,437,042	-58.20	6,285,354	7,032,531	-10.62	4,489,559	4,861,395	-7.65
Wedged	26,466	6,301	320.02	88,687	57,228	54.97	47,703	43,405	9.90
Sliced	479,966	347,462	38.13	3,480,146	2,847,338	22.22	2,118,489	1,952,513	8.50
Chopped	36,020	81,316	-55.70	258,152	312,889	-17.49	278,011	183,816	51.24
Broken Pitt	7,971	646	1,133.90	83,807	34,367	143.86	114,191	33,684	239.01
Key Items									
24/300 Pitt	540,287	401,499	34.57	5,870,838	5,631,481	4.25	4,063,368	4,117,320	-1.31
6/10 Pitt	57,636	1,031,549	-94.41	395,304	1,365,215	-71.04	394,318	699,266	-43.61
6/10 Sliced	302,848	231,727	30.69	2,376,058	1,660,574	43.09	1,565,785	1,381,325	13.35
24/300 Whole	0	0	0.00	4,416	21,658	-79.61	23,831	31,866	-25.21
6/10 Whole	273	0	0.00	5,850	3,430	70.58	8,420	22,355	-62.33
6/10 Wedged	26,466	6,301	320.02	86,201	55,777	54.55	46,996	40,095	17.21
2.25 Sliced	78,273	90,095	-13.12	600,686	738,240	-18.63	263,421	336,036	-21.61
4.5 Chopped	36,020	79,526	-54.71	243,394	297,803	-18.27	223,740	144,563	54.77
							Approximate Supply in Converted Cases		
							Total Inventory	7,080,534	
							Converted Storage	11,434,962	
							Approximate Supply	18,515,496	

Storage - Month Ending March 31, 2004	
Whole Canning Sizes	
Size	Tons
Small	4,926
Medium	15,414
Large	19,065
Ex. Large	14,622
Ex.Large Sev. "C"	1,144
Jumbo	3,367
Colossal	5,000
Super Colossal	1,876

Orchard Run	0
Total Canning	65,414
Limited	8,360
Total	73,774
Total Converted (*155)	11,434,962

Packout - Month Ending March 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	128	0	0			128	273
Colossal	0	0	0			0	0
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	128	0	0			128	
Conv. Total	273	0	0				273
Prior Year	0	0	0				0
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	7,688	121,805	0			129,493	138,173
Large	3,893	80,519	4,783			89,195	91,586
Ex. Large	4,909	265,290	0			270,199	275,741
Ex. Large Sev "C"	4,244	0	0			4,244	9,035
Jumbo	6,338	12,407	0			18,745	25,901
Colossal	0	47,407	0			47,407	47,407
Sup. Colossal	0	12,859	0			12,859	12,859
Grn. Ripe Whole	0	0	0			0	0
Total	27,072	540,287	4,783			572,142	
Conv. Total	57,636	540,287	2,779				600,702
Prior Year	1,031,549	401,499	3,994				1,437,042
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	10,278	0	0	0	0	10,278	26,466
Sliced	117,611	8,861	129,353	0	190,909	446,734	479,966
Chopped	0	0	0	46,477	0	46,477	36,020

Total	127,889	8,861	129,353	46,477	190,909	503,489		
Conv. Total	329,314	10,367	88,477	36,020	78,273		542,451	
Prior Year	239,818	2,761	22,879	79,526	90,095	0	435,079	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	0	7,971				7,971	7,971	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	0	7,971				7,971		
Conv. Total	0	7,971					7,971	
Prior Year	0	646					646	
							Converted Total	1,151,397

Cumulative Packout - Month Ending March 31, 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	1,908	1,613	0	3,521	5,675
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	2,748	4,416	0	7,164	
Conv. Total	5,850	4,416	0		10,266
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	105,005	1,688,242	13,740	1,806,987	1,919,781
Large	16,006	1,501,180	19,327	1,536,513	1,546,486
Ex. Large	5,768	1,754,646	0	1,760,414	1,766,926
Ex. Large Sev "C"	22,236	1,452	0	23,688	48,792
Jumbo	29,953	353,833	0	383,786	417,603
Colossal	6,708	395,631	0	402,339	409,912
Sup. Colossal	0	46,020	0	46,020	46,020
Grn. Ripe Whole	0	68,230	0	68,230	68,230
Total	185,676	5,870,838	33,067	6,089,581	
Conv. Total	395,304	5,870,838	19,212		6,285,354

Prior Year	1,365,215	5,631,481	35,835			7,032,531		
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total	
Segmented	33,476	0	0	0	6,064	39,540	88,687	
Sliced	922,741	70,647	615,124	0	1,465,089	3,073,601	3,480,146	
Chopped	2,189	0	5,175	314,057	0	321,421	258,152	
Total	958,406	70,647	620,299	314,057	1,471,153	3,434,562		
Conv. Total	2,470,651	82,657	427,110	243,394	603,173		3,826,985	
Prior Year	1,730,816	99,751	350,844	297,803	738,240		3,217,454	
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total	
Bkn. Pitt	373	83,013				83,386	83,807	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	373	83,013				83,386		
Conv. Total	794	83,013					83,807	
Prior Year	0	34,367					34,367	
Converted Total								10,206,413

Inventory - Month Ending March 31, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6	1,749	0			1,755	1,762
Medium	102	4,661	0			4,763	4,878
Large	11	6,429	413			6,853	6,692
Ex. Large	305	2,591	154			3,050	3,330
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	2,463	2,064	0			4,527	7,308
Colossal	1,068	4,365	0			5,433	6,639
Super Colossal	0	1,608	0			1,608	1,608
Grn. Ripe Whole	0	364	0			364	364
Total	3,955	23,831	567			28,353	
Conv. Total	8,420	23,831	329				32,581
Prior Year	22,355	31,866	267				54,487
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,110	351,571	1,428			356,109	359,022
Medium	62,315	886,483	31,046			979,844	1,037,189
Large	21,159	1,044,656	19,726			1,085,541	1,101,164
Ex. Large	33,264	1,094,349	579			1,128,192	1,165,504
Ex. Large Sev "C"	20,532	934	0			21,466	44,647

Jumbo	33,113	265,200	2,079			300,392	336,905
Colossal	11,634	330,519	0			342,153	355,288
Sup. Colossal	73	45,054	0			45,127	45,209
Grn. Ripe Whole	13	44,602	0			44,615	44,630
Total	185,213	4,063,368	54,858			4,303,439	
Conv. Total	394,318	4,063,368	31,872				4,489,559
Prior Year	699,266	4,117,320	44,809				4,861,395
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	18,251	0	0	0	1,724	19,975	47,703
Sliced	608,072	69,807	303,521	0	642,490	1,623,890	2,118,489
Chopped	7,842	8,390	3,649	288,697	0	308,578	278,011
Total	634,165	78,197	307,170	288,697	644,214	1,952,443	
Conv. Total	1,642,848	101,391	212,097	223,740	264,128		2,444,203
Prior Year	1,453,626	81,982	162,391	144,563	337,171		2,179,734
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	1,041	111,975				113,016	114,191
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	1,041	111,975				113,016	
Conv. Total	2,216	111,975					114,191
Prior Year	1,561	32,123					33,684
Converted Total							7,080,534

Sales - Month Ending March 31, 2004					
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	612	0	612	612
Medium	0	0	0	0	0
Large	0	1,047	0	1,047	1,047
Ex. Large	0	171	0	171	171
Ex. Large Sev "C"	0	0			