

# CALIFORNIA MONTHLY OLIVE REPORT

Released: May 24, 2004

<b>Summary Report - Sales</b>									
<b>Month Ending April 30, 2004</b>									
<b>Converted 24/300 Case Basis</b>									
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
<b>Total</b>	1,093,906	1,145,834	-4.53	11,096,867	10,483,383	5.85	14,902,583	14,364,786	3.74
<b>Markets</b>									
Consumer	734,517	814,650	-9.84	7,678,617	7,420,999	3.47	10,309,896	10,079,837	2.28
Food Service	359,389	331,184	8.52	3,418,250	3,062,385	11.62	4,592,687	4,284,948	7.18
<b>Styles</b>									
Whole	2,885	3,291	-12.35	35,489	37,382	-5.07	46,624	56,133	-16.94
Pitted	650,741	722,733	-9.96	6,992,119	6,739,761	3.74	9,379,135	9,215,332	1.78
Wedged	7,368	7,147	3.10	64,800	58,133	11.47	85,020	79,222	7.32
Sliced	395,558	368,393	7.37	3,612,061	3,219,234	12.20	4,864,787	4,425,320	9.93
Chopped	32,193	36,841	-12.62	312,422	351,272	-11.06	415,100	485,871	-14.57
Broken Pitt	5,160	7,430	-30.55	79,976	77,601	3.06	111,918	102,908	8.76
<b>Key Items</b>									
24/300 Pitt	559,597	635,885	-12.00	6,093,121	5,856,063	4.05	8,166,891	7,985,600	2.27
6/10 Pitt	87,048	82,314	5.75	857,091	840,787	1.94	1,157,556	1,171,853	-1.22
6/10 Sliced	260,389	235,636	10.51	2,451,526	2,115,512	15.88	3,288,545	2,941,085	11.81
24/300 Whole	1,712	2,063	-17.01	21,158	22,717	-6.86	27,011	36,708	-26.42
6/10 Whole	1,173	1,228	-4.51	14,290	14,622	-2.27	19,572	19,382	0.98
6/10 Wedged	7,122	6,901	3.21	62,750	56,575	10.91	82,088	77,090	6.48
2.25 Sliced	72,261	74,135	-2.53	678,661	612,822	10.74	910,668	819,064	11.18
4.5 Chopped	27,607	30,546	-9.62	274,035	275,430	-0.51	365,177	367,087	-0.52

<b>Summary Report - Packout and Inventory</b>									
<b>Month Ending April 30, 2004</b>									
<b>Converted 24/300 Case Basis</b>									
Item	Monthly Packout			Year-to-Date Packout			Inventory		
	03/04	02/03	% change	03/04	02/03	% change	03/04	02/03	% change
<b>Total</b>	1,482,175	1,236,892	19.83	11,688,588	11,546,333	1.23	7,298,714	7,256,546	0.58
<b>Markets</b>									

Consumer	975,947	816,569	19.52	8,309,759	8,026,549	3.53	5,147,717	4,997,045	3.02
Food Service	506,229	420,323	20.44	3,378,829	3,519,784	-4.00	2,150,997	2,259,501	-4.80
<b>Styles</b>									
Whole	9,091	6,647	36.77	19,357	31,735	-39.00	38,729	62,629	-38.16
Pitted	862,037	723,223	19.19	7,147,391	7,755,755	-7.84	4,599,945	4,884,154	-5.82
Wedged	296	16,586	-98.21	88,983	73,814	20.55	40,553	41,894	-3.20
Sliced	557,488	430,612	29.46	4,037,634	3,277,950	23.18	2,226,210	2,028,519	9.75
Chopped	39,205	40,165	-2.39	297,357	353,054	-15.78	283,117	195,193	45.04
Broken Pitt	14,059	19,659	-28.49	97,866	54,026	81.15	110,160	44,158	149.47
<b>Key Items</b>									
24/300 Pitt	734,234	589,321	24.59	6,605,072	6,220,802	6.18	4,144,110	4,101,312	1.04
6/10 Pitt	125,038	132,083	-5.33	520,343	1,497,298	-65.25	425,312	740,747	-42.58
6/10 Sliced	374,129	267,970	39.62	2,750,188	1,928,544	42.60	1,641,944	1,422,438	15.43
24/300 Whole	4,454	2,553	74.46	8,870	24,211	-63.36	26,562	37,841	-29.81
6/10 Whole	4,637	4,094	13.26	10,487	7,524	39.39	11,837	24,418	-51.52
6/10 Wedged	296	16,176	-98.17	86,497	71,953	20.21	40,093	38,831	3.25
2.25 Sliced	101,723	55,191	84.31	702,409	793,431	-11.47	274,858	320,935	-14.36
4.5 Chopped	37,077	40,165	-7.69	280,471	337,968	-17.01	231,564	151,267	53.08
							Approximate Supply in Converted Cases		
							Total Inventory	7,298,714	
							Converted Storage	9,915,198	
							Approximate Supply	17,213,912	

<b>Storage - Month Ending April 30, 2004</b>	
Whole Canning Sizes	
Size	Tons
Small	3,422
Medium	13,986
Large	16,939
Ex. Large	13,140
Ex.Large Sev. "C"	1,064
Jumbo	3,101
Colossal	3,810
Super Colossal	1,846
Orchard Run	0

Total Canning	57,307
Limited	6,662
Total	63,969
Total Converted (*155)	9,915,198

Packout - Month Ending April 30, 2004							
<b>Ripe Whole</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
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	1,329	3,030	0			4,359	5,859
Colossal	849	1,424	0			2,273	3,232
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
<b>Total</b>	<b>2,178</b>	<b>4,454</b>	<b>0</b>			<b>6,632</b>	
<b>Conv. Total</b>	<b>4,637</b>	<b>4,454</b>	<b>0</b>				<b>9,091</b>
<b>Prior Year</b>	<b>4,094</b>	<b>2,553</b>	<b>0</b>				<b>6,647</b>
<b>Ripe Pitted</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	1,549	24,310	0			25,859	27,608
Medium	15,418	207,617	4,758			227,793	243,206
Large	6,449	278,026	0			284,475	291,756
Ex. Large	25,385	159,602	0			184,987	213,647
Ex. Large Sev "C"	5,095	0	0			5,095	10,847
Jumbo	4,835	2,671	0			7,506	12,965
Colossal	0	58,247	0			58,247	58,247
Sup. Colossal	0	3,761	0			3,761	3,761
Grn. Ripe Whole	0	0	0			0	0
<b>Total</b>	<b>58,731</b>	<b>734,234</b>	<b>4,758</b>			<b>797,723</b>	
<b>Conv. Total</b>	<b>125,038</b>	<b>734,234</b>	<b>2,764</b>				<b>862,037</b>
<b>Prior Year</b>	<b>132,083</b>	<b>589,321</b>	<b>1,819</b>				<b>723,223</b>
<b>Limited</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>	<b>24 4.5oz</b>	<b>24 2.25oz</b>	<b>Total</b>	<b>Conv. Total</b>
Segmented	115	0	0	0	0	115	296
Sliced	145,293	9,191	103,629	0	248,104	506,217	557,488
Chopped	555	0	0	47,841	0	48,396	39,205
<b>Total</b>	<b>145,963</b>	<b>9,191</b>	<b>103,629</b>	<b>47,841</b>	<b>248,104</b>	<b>554,728</b>	

Conv. Total	376,553	10,753	70,882	37,077	101,723		596,989	
Prior Year	284,146	39,741	68,120	40,165	55,191	0	487,363	
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>	
Bkn. Pitt	0	14,059				14,059	14,059	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	0	14,059				14,059		
Conv. Total	0	14,059					14,059	
Prior Year	0	19,659					19,659	
<b>Converted Total</b>								<b>1,482,175</b>

<b>Cumulative Packout - Month Ending April 30, 2004</b>							
<b>Ripe Whole</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
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	3,237	4,643	0			7,880	11,535
Colossal	1,689	1,424	0			3,113	5,020
Super Colossal	0	1,517	0			1,517	1,517
Grn. Ripe Whole	0	0	0			0	0
Total	4,926	8,870	0			13,796	
Conv. Total	10,487	8,870	0				19,357
Prior Year	7,524	24,211	0				31,735
<b>Ripe Pitted</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	1,549	85,914	0			87,463	89,212
Medium	120,423	1,895,859	18,498			2,034,780	2,162,987
Large	22,455	1,779,206	19,327			1,820,988	1,838,242
Ex. Large	31,153	1,914,248	0			1,945,401	1,980,573
Ex. Large Sev "C"	27,331	1,452	0			28,783	59,640
Jumbo	34,788	356,504	0			391,292	430,568
Colossal	6,708	453,878	0			460,586	468,159
Sup. Colossal	0	49,781	0			49,781	49,781
Grn. Ripe Whole	0	68,230	0			68,230	68,230
Total	244,407	6,605,072	37,825			6,887,304	
Conv. Total	520,343	6,605,072	21,976				7,147,391
Prior Year	1,497,298	6,220,802	37,655				7,755,755

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	33,591	0	0	0	6,064	39,655	88,983
Sliced	1,068,034	79,838	718,753	0	1,713,193	3,579,818	4,037,634
Chopped	2,744	0	5,175	361,898	0	369,817	297,357
Total	1,104,369	79,838	723,928	361,898	1,719,257	3,989,290	
Conv. Total	2,847,205	93,410	497,992	280,471	704,895		4,423,974
Prior Year	2,014,963	139,492	418,964	337,968	793,431		3,704,818
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	373	97,072				97,445	97,866
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	373	97,072				97,445	
Conv. Total	794	97,072					97,866
Prior Year	0	54,026					54,026
<b>Converted Total</b>							<b>11,688,588</b>

Inventory - Month Ending April 30, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6	1,545	0			1,551	1,558
Medium	101	4,631	0			4,732	4,846
Large	8	5,952	413			6,373	6,209
Ex. Large	305	2,555	154			3,014	3,294
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	3,273	4,567	0			7,840	11,535
Colossal	1,867	5,341	0			7,208	9,316
Super Colossal	0	1,607	0			1,607	1,607
Grn. Ripe Whole	0	364	0			364	364
Total	5,560	26,562	567			32,689	
Conv. Total	11,837	26,562	329				38,729
Prior Year	24,418	37,841	370				62,629
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	4,725	384,602	1,582			390,909	395,581
Medium	58,086	867,174	31,404			956,664	1,009,085
Large	21,200	1,129,639	16,890			1,167,729	1,184,587
Ex. Large	49,429	1,080,589	579			1,130,597	1,186,160
Ex. Large Sev "C"	23,703	934	0			24,637	51,398
Jumbo	32,903	251,694	2,079			286,676	322,952

Colossal	9,671	357,203	0			366,874	377,793
Sup. Colossal	41	30,890	0			30,931	30,977
Grn. Ripe Whole	13	41,385	0			41,398	41,413
Total	199,771	4,144,110	52,534			4,396,415	
Conv. Total	425,312	4,144,110	30,522				4,599,945
Prior Year	740,747	4,101,312	42,095				4,884,154
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	15,570	0	0	0	1,122	16,692	40,553
Sliced	637,648	68,121	335,828	0	670,386	1,711,983	2,226,210
Chopped	7,744	7,830	2,815	298,792	0	317,181	283,117
Total	660,962	75,951	338,643	298,792	671,508	2,045,856	
Conv. Total	1,711,727	98,102	233,169	231,564	275,318		2,549,880
Prior Year	1,493,187	117,100	182,228	151,267	321,824		2,265,605
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	996	108,040				109,036	110,160
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	996	108,040				109,036	
Conv. Total	2,120	108,040					110,160
Prior Year	1,150	43,008					44,158
						Converted Total	7,298,714

Sales - Month Ending April 30, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	207	0			207	207
Medium	0	18	0			18	18
Large	0	476	0			476	476
Ex. Large	0	35	0			35	35
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	501	635	0			1,136	1,702
Colossal	50	340	0			390	446
Super Colossal	0	1	0			1	1
Grn. Ripe Whole	0	0	0			0	0
Total	551	1,712	0			2,263	
Conv. Total	1,173	1,712	0				2,885
Prior Year	1,228	2,063	0				3,291
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total

Small	760	63,351	540			64,651	65,283	
Medium	18,147	135,896	3,660			157,703	176,657	
Large	4,067	225,733	2,849			232,649	236,047	
Ex. Large	9,166	64,621	0			73,787	84,135	
Ex. Large Sev "C"	0	0	0			0	0	
Jumbo	6,891	45,743	0			52,634	60,414	
Colossal	1,824	16,136	0			17,960	20,019	
Sup. Colossal	32	4,912	0			4,944	4,980	
Grn. Ripe Whole	0	3,205	0			3,205	3,205	
Total	40,887	559,597	7,049			607,533		
Conv. Total	87,048	559,597	4,095				650,741	
Prior Year	82,314	635,885	4,534				722,733	
<b>Limited</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>	<b>24 4.5oz</b>	<b>24 2.25oz</b>	<b>Total</b>	<b>Conv. Total</b>	
Segmented	2,766	0	0	0	600	3,366	7,368	
Sliced	101,122	10,772	73,545	0	176,247	361,686	395,558	
Chopped	929	0	833	35,622	0	37,384	32,193	
Total	104,817	10,772	74,378	35,622	176,847	402,436		
Conv. Total	271,073	12,603	51,329	27,607	72,507		435,120	
Prior Year	247,233	10,742	49,478	30,546	74,381		412,381	
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>	
Bkn. Pitt	44	5,066				5,110	5,160	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	44	5,066				5,110		
Conv. Total	94	5,066					5,160	
Prior Year	409	7,021					7,430	
<b>Converted Total</b>								<b>1,093,906</b>

<b>Cumulative Sales - Month Ending April 30, 2004</b>							
<b>Ripe Whole</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>
Small	0	2,587	0			2,587	2,587
Medium	62	463	0			525	595
Large	0	7,792	0			7,792	7,792
Ex. Large	0	1,009	70			1,079	1,050
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,122	3,603	0			9,725	16,637
Colossal	528	4,760	0			5,288	5,884
Super Colossal	0	939	0			939	939

Grn. Ripe Whole	0	5	0			5	5	
Total	6,712	21,158	70			27,940		
Conv. Total	14,290	21,158	41				35,489	
Prior Year	14,622	22,717	43				37,382	
<b>Ripe Pitted</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>	
Small	8,389	675,956	7,080			691,425	697,930	
Medium	166,607	1,589,668	41,022			1,797,297	1,968,208	
Large	37,789	2,424,748	24,027			2,486,564	2,519,160	
Ex. Large	105,604	686,830	0			792,434	911,661	
Ex. Large Sev "C"	0	885	0			885	885	
Jumbo	67,472	506,264	0			573,736	649,912	
Colossal	16,622	157,758	0			174,380	193,146	
Sup. Colossal	96	20,757	0			20,853	20,961	
Grn. Ripe Whole	0	30,255	0			30,255	30,255	
Total	402,579	6,093,121	72,129			6,567,829		
Conv. Total	857,091	6,093,121	41,907				6,992,119	
Prior Year	840,787	5,856,063	42,911				6,739,761	
<b>Limited</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>	<b>24 4.5oz</b>	<b>24 2.25oz</b>	<b>Total</b>	<b>Conv. Total</b>	
Segmented	24,369	0	0	0	5,000	29,369	64,800	
Sliced	952,049	76,905	572,946	0	1,655,271	3,257,171	3,612,061	
Chopped	8,264	136	5,190	353,593	0	367,183	312,422	
Total	984,682	77,041	578,136	353,593	1,660,271	3,653,723		
Conv. Total	2,545,961	90,298	398,279	274,035	680,711		3,989,283	
Prior Year	2,205,443	125,708	407,679	275,430	614,380		3,628,640	
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>	
Bkn. Pitt	427	79,067				79,494	79,976	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	427	79,067				79,494		
Conv. Total	909	79,067					79,976	
Prior Year	1,533	76,068					77,601	
<b>Converted Total</b>								<b>11,096,867</b>

**Consecutive Sales - 12 Months Ending April 30, 2004**

<b>Ripe Whole</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>		<b>Total</b>	<b>Conv. Total</b>
Small	0	3,607	0		3,607	3,607
Medium	62	673	0		735	805



Large	0	9,852	0			9,852	9,852	
Ex. Large	10	1,154	70			1,234	1,216	
Ex. Large Sev "C"	0	0	0			0	0	
Jumbo	8,328	4,632	0			12,960	22,362	
Colossal	793	6,038	0			6,831	7,726	
Super Colossal	0	1,050	0			1,050	1,050	
Grn. Ripe Whole	0	5	0			5	5	
Total	9,193	27,011	70			36,274		
Conv. Total	19,572	27,011	41				46,624	
Prior Year	19,382	36,708	43				56,133	
<b>Ripe Pitted</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>			<b>Total</b>	<b>Conv. Total</b>	
Small	11,183	937,875	9,600			958,658	967,261	
Medium	224,203	2,074,944	53,826			2,352,973	2,583,545	
Large	50,585	3,214,271	30,700			3,295,556	3,339,803	
Ex. Large	141,297	941,574	0			1,082,871	1,242,395	
Ex. Large Sev "C"	182	27,008	0			27,190	27,395	
Jumbo	93,141	674,966	0			768,107	873,263	
Colossal	23,022	230,539	0			253,561	279,553	
Sup. Colossal	96	28,986	0			29,082	29,190	
Grn. Ripe Whole	0	36,728	0			36,728	36,728	
Total	543,709	8,166,891	94,126			8,804,726		
Conv. Total	1,157,556	8,166,891	54,687				9,379,135	
Prior Year	1,171,853	7,985,600	57,879				9,215,332	
<b>Limited</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>	<b>24 Buff</b>	<b>24 4.5oz</b>	<b>24 2.25oz</b>	<b>Total</b>	<b>Conv. Total</b>	
Segmented	31,879	0	0	0	7,151	39,030	85,020	
Sliced	1,277,105	109,465	785,818	0	2,221,141	4,393,529	4,864,787	
Chopped	11,231	136	5,320	471,196	0	487,883	415,100	
Total	1,320,215	109,601	791,138	471,196	2,228,292	4,920,442		
Conv. Total	3,413,693	128,394	544,043	365,177	913,600		5,364,907	
Prior Year	3,089,051	160,100	552,979	367,087	821,196		4,990,413	
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>	
Bkn. Pitt	876	110,053				110,929	111,918	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	876	110,053				110,929		
Conv. Total	1,865	110,053					111,918	
Prior Year	4,663	98,245					102,908	
<b>Converted Total</b>								<b>14,902,583</b>

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