

# CALIFORNIA MONTHLY OLIVE REPORT

Released: July 26, 2004

Revised: August 23, 2004

<b>Summary Report - Sales</b>									
<b>Month Ending June 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>	1,399,188	1,237,283	13.09	13,687,806	12,864,116	6.40	15,112,790	14,172,904	6.63
<b>Markets</b>									
Consumer	996,862	889,385	12.08	9,507,006	9,115,183	4.30	10,444,102	9,970,000	4.76
Food Service	402,326	347,898	15.64	4,180,801	3,748,933	11.52	4,668,689	4,202,904	11.08
<b>Styles</b>									
Whole	4,284	3,634	17.88	42,574	45,701	-6.84	45,390	54,767	-17.12
Pitted	878,222	794,209	10.58	8,624,837	8,263,277	4.38	9,488,337	9,063,169	4.69
Wedged	6,833	7,343	-6.95	79,557	72,788	9.30	85,123	78,696	8.17
Sliced	461,526	391,610	17.85	4,461,310	3,973,619	12.27	4,959,651	4,408,529	12.50
Chopped	42,500	31,289	35.83	389,768	413,422	-5.72	430,295	460,881	-6.64
Broken Pitt	5,824	9,198	-36.68	89,761	95,309	-5.82	103,995	106,863	-2.68
<b>Key Items</b>									
24/300 Pitt	777,233	692,751	12.20	7,527,865	7,176,214	4.90	8,281,484	7,850,468	5.49
6/10 Pitt	96,029	97,014	-1.02	1,045,626	1,036,042	0.93	1,150,837	1,157,101	-0.54
6/10 Sliced	294,642	239,521	23.01	2,999,963	2,585,068	16.05	3,367,425	2,895,729	16.29
24/300 Whole	2,704	1,505	79.67	25,116	27,272	-7.91	26,414	35,303	-25.18
6/10 Whole	1,580	2,129	-25.80	17,417	18,386	-5.27	18,935	19,421	-2.50
6/10 Wedged	6,587	7,179	-8.25	76,933	70,820	8.63	82,027	76,318	7.48
2.25 Sliced	94,975	81,654	16.31	850,931	767,675	10.85	928,084	837,348	10.84
4.5 Chopped	38,801	29,367	32.12	341,529	333,786	2.32	374,315	367,118	1.96

<b>Summary Report - Packout and Inventory</b>									
<b>Month Ending June 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>	1,215,638	668,013	81.98	14,220,849	13,567,273	4.82	7,357,429	6,772,623	8.63

Markets									
Consumer	699,241	492,680	41.93	9,926,450	9,359,635	6.06	5,019,565	4,535,750	10.67
Food Service	516,397	175,333	194.52	4,294,399	4,207,638	2.06	2,337,864	2,236,873	4.51
Styles									
Whole	2,731	0	0.00	37,992	42,517	-10.64	49,767	59,293	-16.07
Pitted	677,931	409,092	65.72	8,660,426	9,031,844	-4.11	4,561,244	4,550,114	0.24
Wedged	0	0	0.00	113,032	95,662	18.16	49,582	48,915	1.36
Sliced	499,436	191,404	160.93	4,944,392	3,830,622	29.08	2,309,843	1,797,676	28.49
Chopped	29,479	67,516	-56.34	361,079	486,403	-25.77	280,541	261,747	7.18
Broken Pitt	6,061	0	0.00	103,927	80,224	29.55	106,453	54,879	93.98
Key Items									
24/300 Pitt	563,327	389,005	44.81	7,913,330	7,189,193	10.07	4,100,335	3,666,846	11.82
6/10 Pitt	110,963	9,681	1,046.25	715,508	1,783,842	-59.89	430,273	828,894	-48.09
6/10 Sliced	405,434	165,652	144.75	3,429,923	2,306,654	48.70	1,784,980	1,309,385	36.32
24/300 Whole	2,731	0	0.00	11,601	34,890	-66.75	24,922	38,174	-34.71
6/10 Whole	0	0	0.00	26,391	7,524	250.76	24,515	20,749	18.15
6/10 Wedged	0	0	0.00	109,203	93,802	16.42	48,436	46,262	4.70
2.25 Sliced	53,080	12,503	324.56	812,476	909,846	-10.70	222,937	275,233	-19.00
4.5 Chopped	29,479	67,516	-56.34	342,135	471,318	-27.41	227,542	222,124	2.44
							Approximate Supply in Converted Cases		
							Total Inventory	7,357,429	
							Converted Storage	7,191,454	
							Approximate Supply	14,498,044	

Storage - Month Ending June 30, 2004	
Whole Canning Sizes	
Size	Tons
Small	643
Medium	10,706
Large	14,440
Ex. Large	11,889
Ex.Large Sev. "C"	426
Jumbo	1,330
Colossal	847
Super Colossal	1,542
Orchard Run	0

Total Canning	41,823
Limited	4,574
Total	46,396
Total Converted (*155)	7,191,454

Packout - Month Ending June 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	2,731	0			2,731	2,731
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	0	0	0			0	0
Colossal	0	0	0			0	0
Super Colossal	0	0	0			0	0
Grn. Ripe Whole	0	0	0			0	0
Total	0	2,731	0			2,731	
Conv. Total	0	2,731	0				2,731
Prior Year	0	0	0				0
<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	0	56,647	0			56,647	56,647
Medium	8,211	132,521	0			140,732	150,002
Large	0	128,906	6,266			135,172	132,547
Ex. Large	4,209	66,200	0			70,409	75,161
Ex. Large Sev "C"	8,649	0	0			8,649	18,414
Jumbo	27,914	130,049	0			157,963	189,478
Colossal	3,137	47,945	0			51,082	54,624
Sup. Colossal	0	1,059	0			1,059	1,059
Grn. Ripe Whole	0	0	0			0	0
Total	52,120	563,327	6,266			621,713	
Conv. Total	110,963	563,327	3,641				677,931
Prior Year	9,681	389,005	10,407				409,092
<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	0	0	0	0	0	0	0
Sliced	157,450	0	59,828	0	129,464	346,742	499,436
Chopped	0	0	0	38,037	0	38,037	29,479
Total	157,450	0	59,828	38,037	129,464	384,779	

Conv. Total	405,434	0	40,922	29,479	53,080		528,915
Prior Year	165,652	0	13,249	67,516	12,503	0	258,920
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	0	6,061				6,061	6,061
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	0	6,061				6,061	
Conv. Total	0	6,061					6,061
Prior Year	0	0					0
<b>Converted Total</b>							<b>1,215,638</b>

<b>Cumulative Packout - Month Ending June 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	2,731	0			2,731	2,731
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	6,033	4,643	0			10,676	17,487
Colossal	6,363	1,424	0			7,787	14,971
Super Colossal	0	1,517	0			1,517	1,517
Grn. Ripe Whole	0	0	0			0	0
Total	12,396	11,601	0			23,997	
Conv. Total	26,391	11,601	0				37,992
Prior Year	7,524	34,890	103				42,517
<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	217,852	4,307			223,708	223,652
Medium	161,058	2,265,105	24,469			2,450,632	2,622,214
Large	28,133	2,152,884	25,593			2,206,610	2,227,649
Ex. Large	36,810	2,093,706	0			2,130,516	2,172,074
Ex. Large Sev "C"	35,980	1,452	0			37,432	78,053
Jumbo	62,702	531,324	0			594,026	664,817
Colossal	9,845	531,937	0			541,782	552,897
Sup. Colossal	0	50,840	0			50,840	50,840
Grn. Ripe Whole	0	68,230	0			68,230	68,230
Total	336,077	7,913,330	54,369			8,303,776	
Conv. Total	715,508	7,913,330	31,588				8,660,426
Prior Year	1,783,842	7,189,193	58,809				9,031,844

Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	42,409	0	0	0	9,338	51,747	113,032
Sliced	1,332,009	89,974	872,403	0	1,981,648	4,276,034	4,944,392
Chopped	3,281	0	5,175	441,464	0	449,920	361,079
Total	1,377,699	89,974	877,578	441,464	1,990,986	4,777,701	
Conv. Total	3,551,706	105,270	603,089	342,135	816,304		5,418,503
Prior Year	2,414,922	149,446	467,156	471,318	909,846		4,412,688
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	373	103,133				103,506	103,927
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	373	103,133				103,506	
Conv. Total	794	103,133					103,927
Prior Year	1,350	78,874					80,224
<b>Converted Total</b>							<b>14,220,849</b>

Inventory - Month Ending June 30, 2004							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	6	1,783	0			1,789	1,796
Medium	93	3,393	0			3,486	3,591
Large	-1	7,099	413			7,511	7,337
Ex. Large	305	2,445	154			2,904	3,184
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	5,781	3,724	0			9,505	16,032
Colossal	5,331	4,915	0			10,246	16,265
Super Colossal	0	1,292	0			1,292	1,292
Grn. Ripe Whole	0	271	0			271	271
Total	11,515	24,922	567			37,004	
Conv. Total	24,515	24,922	329				49,767
Prior Year	20,749	38,174	370				59,293
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,721	376,592	5,548			385,861	387,737
Medium	65,406	829,640	26,745			921,791	984,428
Large	12,632	1,213,132	17,778			1,243,542	1,250,355
Ex. Large	39,382	914,318	579			954,279	998,499
Ex. Large Sev "C"	26,843	368	0			27,211	57,517
Jumbo	45,487	396,672	2,079			444,238	494,722

Colossal	8,207	312,306	0			320,513	329,779
Sup. Colossal	410	21,925	0			22,335	22,798
Grn. Ripe Whole	13	35,382	0			35,395	35,410
Total	202,101	4,100,335	52,729			4,355,165	
Conv. Total	430,273	4,100,335	30,636				4,561,244
Prior Year	828,894	3,666,846	54,373				4,550,114
Limited	6 No. 10s	24 No. 300s	24 Buff	24 4.5oz	24 2.25oz	Total	Conv. Total
Segmented	18,810	0	0	0	2,796	21,606	49,582
Sliced	693,196	57,618	342,855	0	543,749	1,637,418	2,309,843
Chopped	12,610	1,119	1,645	293,602	0	308,976	280,541
Total	724,616	58,737	344,500	293,602	546,545	1,968,000	
Conv. Total	1,881,762	70,043	236,536	227,542	224,083		2,639,966
Prior Year	1,384,824	97,347	128,330	222,124	275,711		2,108,337
Broken Pitt	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitt	617	105,139				105,756	106,453
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	617	105,139				105,756	
Conv. Total	1,314	105,139					106,453
Prior Year	2,406	52,473					54,879
<b>Converted Total</b>							<b>7,357,429</b>

<b>Sales - Month Ending June 30, 2004</b>							
Ripe Whole	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	612	0			612	612
Medium	0	10	0			10	10
Large	0	959	0			959	959
Ex. Large	0	32	0			32	32
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	701	630	0			1,331	2,122
Colossal	41	306	0			347	393
Super Colossal	0	155	0			155	155
Grn. Ripe Whole	0	0	0			0	0
Total	742	2,704	0			3,446	
Conv. Total	1,580	2,704	0				4,284
Prior Year	2,129	1,505	0				3,634
Ripe Pitted	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total

Small	815	84,602	860			86,277	86,837
Medium	19,812	220,989	4,883			245,684	266,006
Large	4,635	286,945	2,794			294,374	298,436
Ex. Large	9,704	87,671	0			97,375	108,331
Ex. Large Sev "C"	0	566	0			566	566
Jumbo	8,082	56,959	0			65,041	74,166
Colossal	2,057	31,226	0			33,283	35,605
Sup. Colossal	0	4,466	0			4,466	4,466
Grn. Ripe Whole	0	3,809	0			3,809	3,809
Total	45,105	777,233	8,537			830,875	
Conv. Total	96,029	777,233	4,960				878,222
Prior Year	97,014	692,751	4,443				794,209
<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	2,558	0	0	0	600	3,158	6,833
Sliced	114,424	11,403	85,625	0	231,646	443,098	461,526
Chopped	704	68	683	50,066	0	51,521	42,500
Total	117,686	11,471	86,308	50,066	232,246	497,777	
Conv. Total	303,928	13,501	59,408	38,801	95,221		510,859
Prior Year	248,721	14,497	55,838	29,367	81,818		430,242
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	371	5,034				5,405	5,824
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	371	5,034				5,405	
Conv. Total	790	5,034					5,824
Prior Year	34	9,164					9,198
						<b>Converted Total</b>	<b>1,399,188</b>

### Cumulative Sales - Month Ending June 30, 2004

Ripe Whole	6 No. 10s	24 No. 300s	24 Buff	Total	Conv. Total
Small	0	3,199	0	3,199	3,199
Medium	62	677	0	739	809
Large	0	9,296	0	9,296	9,296
Ex. Large	0	1,095	70	1,165	1,136
Ex. Large Sev "C"	0	0	0	0	0
Jumbo	7,454	4,446	0	11,900	20,316
Colossal	665	5,168	0	5,833	6,584
Super Colossal	0	1,230	0	1,230	1,230

Grn. Ripe Whole	0	5	0			5	5	
Total	8,181	25,116	70			33,367		
Conv. Total	17,417	25,116	41				42,574	
Prior Year	18,386	27,272	43				45,701	
<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	10,159	836,735	8,920			855,814	863,546	
Medium	204,236	1,988,509	50,064			2,242,809	2,452,415	
Large	46,817	2,961,789	29,390			3,037,996	3,078,538	
Ex. Large	125,515	852,184	0			977,699	1,119,405	
Ex. Large Sev "C"	0	1,451	0			1,451	1,451	
Jumbo	83,422	621,531	0			704,953	799,136	
Colossal	20,890	201,878	0			222,768	246,353	
Sup. Colossal	96	27,720	0			27,816	27,924	
Grn. Ripe Whole	0	36,068	0			36,068	36,068	
Total	491,135	7,527,865	88,374			8,107,374		
Conv. Total	1,045,626	7,527,865	51,345				8,624,837	
Prior Year	1,036,042	7,176,214	51,021				8,263,277	
<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	29,877	0	0	0	6,400	36,277	79,557	
Sliced	1,165,034	97,584	725,502	0	2,075,441	4,063,561	4,461,310	
Chopped	10,210	544	6,354	440,682	0	457,790	389,768	
Total	1,205,121	98,128	731,856	440,682	2,081,841	4,557,628		
Conv. Total	3,116,041	115,452	504,059	341,529	853,555		4,930,635	
Prior Year	2,692,879	153,858	509,664	333,786	769,643		4,459,830	
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>	
Bkn. Pitt	806	88,045				88,851	89,761	
Bkn. Pitt Grn. Ripe	0	0				0	0	
Total	806	88,045				88,851		
Conv. Total	1,716	88,045					89,761	
Prior Year	1,627	93,682					95,309	
<b>Converted Total</b>								<b>13,687,806</b>

**Consecutive Sales - 12 Months Ending June 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	3,403	0		3,403	3,403
Medium	62	736	0		798	868



Large	0	9,571	0			9,571	9,571
Ex. Large	0	1,095	70			1,165	1,136
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	8,107	4,829	0			12,936	22,089
Colossal	725	5,460	0			6,185	7,004
Super Colossal	0	1,315	0			1,315	1,315
Grn. Ripe Whole	0	5	0			5	5
Total	8,894	26,414	70			35,378	
Conv. Total	18,935	26,414	41				45,390
Prior Year	19,421	35,303	43				54,767
<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	11,064	944,665	10,360			966,089	974,239
Medium	223,895	2,136,034	54,899			2,414,828	2,644,603
Large	50,925	3,206,308	31,154			3,288,387	3,332,828
Ex. Large	138,532	947,697	0			1,086,229	1,242,632
Ex. Large Sev "C"	182	27,574	0			27,756	27,961
Jumbo	93,229	706,209	0			799,438	904,694
Colossal	22,630	244,964	0			267,594	293,143
Sup. Colossal	96	30,353	0			30,449	30,557
Grn. Ripe Whole	0	37,680	0			37,680	37,680
Total	540,553	8,281,484	96,413			8,918,450	
Conv. Total	1,150,837	8,281,484	56,016				9,488,337
Prior Year	1,157,101	7,850,468	55,600				9,063,169
<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	31,855	0	0	0	7,551	39,406	85,123
Sliced	1,307,738	106,084	789,507	0	2,263,620	4,466,949	4,959,651
Chopped	12,229	544	6,354	482,987	0	502,114	430,295
Total	1,351,822	106,628	795,861	482,987	2,271,171	5,008,469	
Conv. Total	3,496,338	125,397	547,838	374,315	931,180		5,475,068
Prior Year	3,021,958	164,485	554,817	367,118	839,726		4,948,104
<b>Broken Pitt</b>	<b>6 No. 10s</b>	<b>24 No. 300s</b>				<b>Total</b>	<b>Conv. Total</b>
Bkn. Pitt	1,211	101,417				102,628	103,995
Bkn. Pitt Grn. Ripe	0	0				0	0
Total	1,211	101,417				102,628	
Conv. Total	2,578	101,417					103,995
Prior Year	4,424	102,439					106,863
<b>Converted Total</b>							<b>15,112,790</b>

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