



California Monthly Olive Report

Cooperating with the California Department of Food and Agriculture
California Field Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · (916) 498-5186 Fax · www.nass.usda.gov/ca

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Summary Report - Sales
Month Ending February 28, 2009
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	08/09	07/08	Percent Change	08/09	07/08	Percent Change	08/09	07/08	Percent Change
Total	849,110	812,846	4.46	8,114,176	7,726,925	5.01	13,821,197	13,008,227	6.25
Markets									
Consumer	600,725	545,614	10.10	6,180,741	5,699,340	8.45	10,281,259	9,252,082	11.12
Food Service	248,385	267,232	-7.05	1,933,435	2,027,585	-4.64	3,539,938	3,756,145	-5.76
Styles									
Whole	734	1,057	-30.54	10,050	13,427	-25.15	18,228	20,118	-9.40
Pitted	490,355	440,742	11.26	5,318,761	4,866,688	9.29	8,681,481	7,956,916	9.11
Wedged	3,524	4,473	-21.23	28,039	33,131	-15.37	51,748	58,349	-11.31
Sliced	328,564	334,626	-1.81	2,502,757	2,528,389	-1.01	4,641,468	4,502,104	3.10
Chopped	20,577	28,411	-27.57	225,931	245,777	-8.07	374,336	403,329	-7.19
Broken Pitted	5,355	3,536	51.44	28,637	39,513	-27.52	53,938	67,412	-19.99
Key Items									
24/300 Pitted	443,351	373,856	18.59	4,943,585	4,469,221	10.61	8,005,585	7,131,320	12.26
6/10 Pitted	44,245	58,081	-23.82	354,534	371,383	-4.54	632,049	785,931	-19.58
6/10 Sliced	200,067	200,657	-0.29	1,524,902	1,591,893	-4.21	2,815,582	2,857,820	-1.48
24/300 Whole	566	625	-9.44	5,494	8,400	-34.60	10,842	11,779	-7.95
6/10 Whole	168	432	-61.07	4,556	5,027	-9.37	7,386	8,339	-11.43
6/10 Wedged	3,196	4,228	-24.42	26,481	31,902	-16.99	49,206	55,726	-11.70
2.25 Sliced	67,513	80,224	-15.84	522,768	501,578	4.22	1,017,825	874,443	16.40
4.5 Chopped	19,819	23,950	-17.25	198,326	212,401	-6.63	330,479	345,190	-4.26

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Summary Report - Packout and Inventory
Month Ending February 28, 2009
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	08/09	07/08	Percent Change	08/09	07/08	Percent Change	08/09	07/08	Percent Change
Total	900,419	1,194,139	-24.60	8,246,567	8,085,706	1.99	5,878,825	4,908,277	19.77
Markets									
Consumer	723,178	889,628	-18.71	6,566,398	5,090,082	29.00	4,695,019	4,012,075	17.02
Food Service	177,241	304,511	-41.79	1,680,169	2,995,624	-43.91	1,183,806	896,202	32.09
Styles									
Whole	654	0	0.00	11,464	7,049	62.64	17,695	13,054	35.55
Pitted	611,118	805,003	-24.09	5,329,597	5,352,638	-0.43	4,112,724	3,548,406	15.90
Wedged	3,801	2,657	43.04	39,190	6,749	480.67	44,570	10,400	328.56
Sliced	248,132	333,190	-25.53	2,640,707	2,424,310	8.93	1,329,499	987,823	34.59
Chopped	36,714	53,289	-31.10	205,645	293,536	-29.94	366,541	328,421	11.61
Broken Pitt	0	0	0.00	19,964	1,424	1301.97	7,796	20,174	-61.36
Key Items									
24/300 Pitt	574,930	731,262	-21.38	5,164,258	3,894,291	32.61	3,736,476	3,199,356	16.79
6/10 Pitt	34,009	67,939	-49.94	135,008	1,438,197	-90.61	332,543	317,076	4.88
6/10 Sliced	130,280	222,735	-41.51	1,477,906	1,520,865	-2.82	744,033	521,512	42.67
24/300 Whole	654	0	0.00	8,950	7,049	26.97	10,869	8,670	25.36
6/10 Whole	0	0	0.00	2,514	0	0.00	6,826	4,384	55.69
6/10 Wedged	3,801	2,657	43.04	37,994	6,749	462.96	43,296	10,400	316.31
2.25 Sliced	51,097	99,640	-48.72	697,328	493,588	41.28	329,353	217,737	51.26
4.5 Chopped	24,382	40,572	-39.90	170,774	256,588	-33.44	302,794	280,613	7.90

*Conversion factor 24 1.25 oz changed as of December 2008.

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	5,878,825
Converted Storage	5,489,296
Approximate Supply*	11,368,121

Storage Report
Month Ending February 28, 2009

Whole Canning Sizes	
Size	Tons
Small	6,309
Medium	5,628
Large	6,622
Ex. Large	6,905
Ex. Large Sev. "C"	361
Jumbo	1,150
Colossal	1,922
Super Colossal	882
Orchard Run	0
Total Canning	29,778
Limited	5,637
Total	35,415
Total Converted (*155)	5,489,296

Packout - Month Ending February 28, 2009

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz*	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE								
Small	0	0	0				0	0
Medium	0	654	0				654	654
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	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	0	654	0				654	
Conv. Total	0	654	0					654
Prior Year	0	0	0					0
RIPE PITTED								
Small	0	7,379	1,541	0			8,920	8,274
Medium	8,724	248,203	2,210	0			259,137	268,060
Large	0	168,453	0	0			168,453	168,453
Ex. Large	7,250	150,895	0	0			158,145	166,330
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	0	0	0	0			0	0
Colossal	0	0	0	0			0	0
Sup. Colossal	0	0	0	0			0	0
Green Ripe Whole	0	0	0	0			0	0
Total	15,974	574,930	3,751	0			594,655	
Conv. Total	34,009	574,930	2,179	0				611,118
Prior Year	67,939	731,262	5,802	0				805,003
LIMITED								
Segmented	1,476	0	0		0	0	1,476	3,801
Sliced	50,594	15,911	70,380		0	124,627	261,512	248,132
Chopped	2,387	1,353	0		31,461	0	35,201	36,714
Total	54,457	17,264	70,380		31,461	124,627	298,189	
Conv. Total	143,232	21,795	48,140		24,382	51,097		288,647
Prior Year	236,572	1,537	10,815		40,572	99,640		389,136
BROKEN PITTED								
Bkn. Pitted	0	0					0	0
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	0					0	
Conv. Total	0	0						0
Prior Year	0	0						0

*Conversion factor changed as of December 2008.

Converted Total

900,419

Cumulative Packout - Month Ending February 28, 2009

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz*	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE								
Small	0	0	0				0	0
Medium	0	654	0				654	654
Large	0	1,660	0				1,660	1,660
Ex. Large	727	0	0				727	1,548
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	2,713	0				2,713	2,713
Colossal	454	2,539	0				2,993	3,506
Super Colossal	0	1,384	0				1,384	1,384
Green Ripe Whole	0	0	0				0	0
Total	1,181	8,950	0				10,131	
Conv. Total	2,514	8,950	0					11,464
Prior Year	0	7,049	0					7,049
RIPE PITTED								
Small	0	405,764	1,541	79,862			487,167	423,297
Medium	34,955	1,351,973	4,652	0			1,391,580	1,429,095
Large	7,680	1,289,906	12,318	0			1,309,904	1,313,413
Ex. Large	20,779	1,659,257	0	0			1,680,036	1,703,495
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	0	149,601	0	0			149,601	149,601
Colossal	0	116,464	0	0			116,464	116,464
Sup. Colossal	0	18,755	0	0			18,755	18,755
Green Ripe Whole	0	172,538	5,057	0			177,595	175,476
Total	63,414	5,164,258	23,568	79,862			5,331,102	
Conv. Total	135,008	5,164,258	13,693	16,638				5,329,597
Prior Year	1,438,197	3,894,291	20,150	0				5,352,638
LIMITED								
Segmented	14,755	0	0		0	2,916	17,671	39,190
Sliced	573,944	60,588	576,878		0	1,700,801	2,912,211	2,640,707
Chopped	6,976	2,135	2,526		220,354	0	231,991	205,645
Total	595,675	62,723	579,404		220,354	1,703,717	3,161,873	
Conv. Total	1,542,646	75,905	397,692		170,774	698,524		2,885,541
Prior Year	1,557,427	71,009	345,983		256,588	493,588		2,724,595
BROKEN PITTED								
Bkn. Pitted	0	19,964					19,964	19,964
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	19,964					19,964	
Conv. Total	0	19,964						19,964
Prior Year	0	1,424						1,424

*Conversion factor changed as of December 2008.

Converted Total

8,246,567

Inventory - Month Ending February 28, 2009

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz*	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE								
Small	0	102	0				102	102
Medium	0	2,472	0				2,472	2,472
Large	0	2,680	0				2,680	2,680
Ex. Large	727	0	0				727	1,548
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,351	2,290	0				4,641	7,295
Colossal	128	1,740	0				1,868	2,013
Super Colossal	0	1,585	0				1,585	1,585
Green Ripe Whole	0	0	0				0	0
Total	3,206	10,869	0				14,075	
Conv. Total	6,826	10,869	0					17,695
Prior Year	4,384	8,670	0					13,054
RIPE PITTED								
Small	4,619	342,906	9,510	65,980			423,015	372,011
Medium	75,418	822,951	25,463	0			923,832	998,310
Large	12,240	1,045,490	16,592	0			1,074,322	1,081,189
Ex. Large	37,999	1,003,061	0	0			1,041,060	1,083,961
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	19,842	203,768	0	0			223,610	246,012
Colossal	5,744	130,951	0	0			136,695	143,180
Sup. Colossal	0	27,437	0	0			27,437	27,437
Green Ripe Whole	335	159,912	0	0			160,247	160,625
Total	156,197	3,736,476	51,565	65,980			4,010,218	
Conv. Total	332,543	3,736,476	29,959	13,746				4,112,724
Prior Year	317,076	3,199,356	31,974	0				3,548,406
LIMITED								
Segmented	16,814	0	0		0	3,108	19,922	44,570
Sliced	288,945	39,286	307,234		0	803,300	1,438,765	1,329,499
Chopped	14,774	2,281	1,417		390,702	0	409,174	366,541
Total	320,533	41,567	308,651		390,702	806,408	1,867,861	
Conv. Total	843,973	51,325	211,891		302,794	330,627		1,740,610
Prior Year	574,666	59,088	194,540		280,613	217,737		1,326,644
BROKEN PITTED								
Bkn. Pitted	218	7,332					7,550	7,796
Bkn. Pitted Green Ripe	0	0					0	0
Total	218	7,332					7,550	
Conv. Total	464	7,332						7,796
Prior Year	77	20,097						20,174

*Conversion factor changed as of December 2008.

Converted Total

5,878,825

Sales - Month Ending February 28, 2009

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE								
Small	0	0	0				0	0
Medium	0	204	0				204	204
Large	0	230	0				230	230
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	74	20	0				94	178
Colossal	5	78	0				83	89
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
Total	79	566	0				645	
Conv. Total	168	566	0					734
Prior Year	432	625	0					1,057
RIPE PITTED								
Small	246	43,250	620	5,258			49,374	45,229
Medium	8,238	135,203	1,170	0			144,611	153,421
Large	4,838	177,247	1,074	0			183,159	188,171
Ex. Large	5,270	64,743	0	0			70,013	75,963
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	1,833	14,115	0	0			15,948	18,017
Colossal	245	4,883	0	0			5,128	5,405
Sup. Colossal	0	335	0	0			335	335
Green Ripe Whole	112	3,575	0	0			3,687	3,813
Total	20,782	443,351	2,864	5,258			472,255	
Conv. Total	44,245	443,351	1,664	1,095				490,355
Prior Year	58,081	373,856	8,805	0				440,742
LIMITED								
Segmented	1,241	0	0		0	800	2,041	3,524
Sliced	77,696	10,514	71,173		0	164,666	324,049	328,564
Chopped	176	0	68		25,573	0	25,817	20,577
Total	79,113	10,514	71,241		25,573	165,466	351,907	
Conv. Total	203,938	12,301	48,766		19,819	67,841		352,665
Prior Year	208,719	7,293	47,080		23,950	80,469		367,511
BROKEN PITTED								
Bkn. Pitted	16	5,321					5,337	5,355
Bkn. Pitted Green Ripe	0	0					0	0
Total	16	5,321					5,337	
Conv. Total	34	5,321						5,355
Prior Year	0	3,536						3,536

Converted Total

849,110

Cumulative Sales - Month Ending February 28, 2009

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE								
Small	0	0	0				0	0
Medium	0	544	0				544	544
Large	0	2,970	0				2,970	2,970
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,709	876	0				2,585	4,514
Colossal	431	724	0				1,155	1,642
Super Colossal	0	380	0				380	380
Green Ripe Whole	0	0	0				0	0
Total	2,140	5,494	0				7,634	
Conv. Total	4,556	5,494	0					10,050
Prior Year	5,027	8,400	0					13,427
RIPE PITTED								
Small	2,120	473,469	7,160	12,310			495,059	484,707
Medium	72,069	1,466,328	12,551	0			1,550,948	1,627,055
Large	33,207	1,955,681	11,404	0			2,000,292	2,033,004
Ex. Large	42,002	662,317	0	0			704,319	751,739
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	12,303	279,316	0	0			291,619	305,509
Colossal	4,153	59,281	0	0			63,434	68,123
Sup. Colossal	0	16,222	0	0			16,222	16,222
Green Ripe Whole	672	30,971	0	0			31,643	32,402
Total	166,526	4,943,585	31,115	12,310			5,153,536	
Conv. Total	354,534	4,943,585	18,078	2,565				5,318,761
Prior Year	371,383	4,469,221	26,085	0				4,866,689
LIMITED								
Segmented	10,284	0	0		0	3,800	14,084	28,039
Sliced	592,195	63,264	557,118		0	1,275,043	2,487,620	2,502,757
Chopped	5,940	680	2,628		255,905	0	265,153	225,931
Total	608,419	63,944	559,746		255,905	1,278,843	2,766,857	
Conv. Total	1,574,157	75,617	384,301		198,326	524,326		2,756,727
Prior Year	1,650,963	71,935	369,191		212,401	502,808		2,807,298
BROKEN PITTED								
Bkn. Pitted	88	28,450					28,538	28,637
Bkn. Pitted Green Ripe	0	0					0	0
Total	88	28,450					28,538	
Conv. Total	187	28,450						28,637
Prior Year	213	39,300						39,513

Converted Total 8,114,176

Consecutive Sales - 12 Months Month Ending February 28, 2009

Item	6 No. 10s	24 No. 300s	24 Buff	24 1.25 oz	24 4.5 oz	24 2.25 oz	Total	Conv. Total
RIPE WHOLE								
Small	0	102	0				102	102
Medium	0	916	0				916	916
Large	0	5,046	0				5,046	5,046
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	3,020	2,426	0				5,446	8,856
Colossal	449	1,727	0				2,176	2,683
Super Colossal	0	625	0				625	625
Green Ripe Whole	0	0	0				0	0
Total	3,469	10,842	0				14,311	
Conv. Total	7,386	10,842	0					18,228
Prior Year	8,339	11,779	0					20,118
RIPE PITTED								
Small	3,782	791,272	22,572	12,310			829,936	815,003
Medium	133,277	2,316,162	28,441	0			2,477,880	2,616,433
Large	51,098	3,155,975	20,041	0			3,227,114	3,276,406
Ex. Large	77,222	1,111,526	0	0			1,188,748	1,275,932
Ex. Large Sev "C"	0	0	0	0			0	0
Jumbo	22,452	456,950	0	0			479,402	504,750
Colossal	8,093	100,581	0	0			108,674	117,811
Sup. Colossal	0	25,975	0	0			25,975	25,975
Green Ripe Whole	952	47,144	0	0			48,096	49,171
Total	296,876	8,005,585	71,054	12,310			8,385,825	
Conv. Total	632,049	8,005,585	41,282	2,565				8,681,481
Prior Year	785,931	7,131,320	39,665	0				7,956,916
LIMITED								
Segmented	19,109	0	0		0	6,200	25,309	51,748
Sliced	1,093,430	113,082	987,945		0	2,482,500	4,676,957	4,641,468
Chopped	9,226	1,360	4,299		426,425	0	441,310	374,336
Total	1,121,765	114,442	992,244		426,425	2,488,700	5,143,576	
Conv. Total	2,900,160	135,502	681,042		330,479	1,020,367		5,067,551
Prior Year	2,961,317	125,871	654,336		345,190	877,066		4,963,780
BROKEN PITTED								
Bkn. Pitted	161	53,595					53,756	53,938
Bkn. Pitted Green Ripe	0	0					0	0
Total	161	53,595					53,756	
Conv. Total	343	53,595						53,938
Prior Year	558	66,854						67,412

Converted Total

13,821,197