



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 August 31, 2009
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	09/10	08/09	Percent Change	09/10	08/09	Percent Change	09/10	08/09	Percent Change
Total	1,027,540	1,097,803	-6.40	1,027,540	1,097,803	-6.40	13,510,782	13,530,131	-0.14
Markets									
Consumer	770,590	811,690	-5.06	770,590	811,690	-5.06	10,123,898	9,932,373	1.93
Food Service	256,950	286,112	-10.19	256,950	286,112	-10.19	3,386,883	3,597,758	-5.86
Styles									
Whole	2,401	1,361	76.39	2,401	1,361	76.39	17,629	20,243	-12.91
Pitted	621,630	695,317	-10.60	621,630	695,317	-10.60	8,530,997	8,362,230	2.02
Wedged	2,294	4,734	-51.55	2,294	4,734	-51.55	42,639	56,342	-24.32
Sliced	367,695	363,027	1.29	367,695	363,027	1.29	4,466,919	4,634,225	-3.61
Chopped	30,423	30,609	-0.61	30,423	30,609	-0.61	400,166	394,347	1.48
Broken Pitted	3,097	2,755	12.41	3,097	2,755	12.41	52,433	62,745	-16.44
Key Items									
24/300 Pitted	579,986	637,271	-8.99	579,986	637,271	-8.99	7,917,117	7,666,607	3.27
6/10 Pitted	39,714	55,018	-27.82	39,714	55,018	-27.82	585,475	646,371	-9.42
6/10 Sliced	213,802	216,496	-1.24	213,802	216,496	-1.24	2,714,395	2,844,026	-4.56
24/300 Whole	1,877	352	433.24	1,877	352	433.24	10,961	11,878	-7.72
6/10 Whole	524	1,009	-48.09	524	1,009	-48.09	6,668	8,365	-20.29
6/10 Wedged	2,130	4,488	-52.55	2,130	4,488	-52.55	39,851	54,047	-26.27
2.25 Sliced	85,506	77,229	10.72	85,506	77,229	10.72	939,744	1,004,658	-6.46
4.25 Chopped	28,875	21,384	35.03	28,875	21,384	35.03	347,819	339,703	2.39

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Summary Report - Packout and Inventory
Month Ending August 31, 2009
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	09/10	08/09	Percent Change	09/10	08/09	Percent Change	09/10	08/09	Percent Change
Total	308,920	891,475	-65.35	308,920	891,475	-65.35	5,534,999	5,594,537	-1.06
Markets									
Consumer	127,365	736,723	-82.71	127,365	736,723	-82.71	4,220,237	4,280,701	-1.41
Food Service	181,556	154,752	17.32	181,556	154,752	17.32	1,314,762	1,313,836	0.07
Styles									
Whole	0	6,239	-100.00	0	6,239	-100.00	13,777	21,889	-37.06
Pitted	7,312	541,089	-98.65	7,312	541,089	-98.65	3,659,054	3,968,839	-7.81
Wedged	0	0	0.00	0	0	0.00	65,760	29,156	125.54
Sliced	297,895	328,854	-9.41	297,895	328,854	-9.41	1,510,929	1,175,007	28.59
Chopped	3,713	5,454	-31.92	3,713	5,454	-31.92	275,141	375,733	-26.77
Broken Pitted	0	9,840	-100.00	0	9,840	-100.00	10,338	23,913	-56.77
Key Items									
24/300 Pitted	7,312	539,030	-98.64	7,312	539,030	-98.64	3,330,644	3,440,788	-3.20
6/10 Pitted	0	2,059	-100.00	0	2,059	-100.00	299,518	502,908	-40.44
6/10 Sliced	181,556	151,727	19.66	181,556	151,727	19.66	910,492	729,418	24.82
24/300 Whole	0	5,272	-100.00	0	5,272	-100.00	9,347	13,039	-28.32
6/10 Whole	0	967	-100.00	0	967	-100.00	4,430	8,850	-49.94
6/10 Wedged	0	0	0.00	0	0	0.00	63,232	27,764	127.75
2.25 Sliced	57,220	146,326	-60.90	57,220	146,326	-60.90	284,868	227,216	25.37
4.25 Chopped	3,713	5,454	-31.92	3,713	5,454	-31.92	225,675	327,792	-31.15

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	5,534,999
Converted Storage	895,106
Approximate Supply*	6,430,106

Storage Report
Month Ending August 31, 2009

Whole Canning Sizes	
Size	Tons
Small	1,019
Medium	499
Large	416
Ex. Large	1,952
Ex.Large Sev. "C"	25
Jumbo	67
Colossal	218
Super Colossal	638
Orchard Run	0
Total Canning	4,834
Limited	941
Total	5,775
Total Converted (*155)	895,106

Packout - Month Ending August 31, 2009

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	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	0	0			0	
Conv. Total	0	0	0				0
Prior Year	967	5,272	0				6,239
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	2,288	0			2,288	2,288
Large	0	5,024	0			5,024	5,024
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
Sup. Colossal	0	0	0			0	0
Green Ripe Whole	0	0	0			0	0
Total	0	7,312	0			7,312	
Conv. Total	0	7,312	0				7,312
Prior Year	2,059	539,030	0				541,089
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	0	0	0	0	0	0	0
Sliced	70,507	11,185	67,301	0	139,560	288,553	297,895
Chopped	0	0	0	4,791	0	4,791	3,713
Total	70,507	11,185	67,301	4,791	139,560	293,344	
Conv. Total	181,556	13,086	46,034	3,713	57,220		301,608
Prior Year	151,727	2,842	27,960	5,454	146,326		334,309
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
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	9,840					9,840

Converted Total 308,920

*Conversion factor changed as of December 2008.

Cumulative Packout - Month Ending August 31, 2009

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	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	0	0			0	
Conv. Total	0	0	0				0
Prior Year	967	5,272	0				6,239
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	2,288	0			2,288	2,288
Large	0	5,024	0			5,024	5,024
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
Sup. Colossal	0	0	0			0	0
Green Ripe Whole	0	0	0			0	0
Total	0	7,312	0			7,312	
Conv. Total	0	7,312	0				7,312
Prior Year	2,059	539,030	0				541,089
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	0	0	0	0	0	0	0
Sliced	70,507	11,185	67,301	0	139,560	288,553	297,895
Chopped	0	0	0	4,791	0	4,791	3,713
Total	70,507	11,185	67,301	4,791	139,560	293,344	
Conv. Total	181,556	13,086	46,034	3,713	57,220		301,608
Prior Year	151,727	2,842	27,960	5,454	146,326		334,309
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
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	9,840					9,840

Converted Total 308,920

*Conversion factor changed as of December 2008.

Inventory - Month Ending August 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	102	0			102	102
Medium	0	1,878	0			1,878	1,878
Large	0	4,337	0			4,337	4,337
Ex. Large	727	0	0			727	1,548
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,227	723	0			1,950	3,335
Colossal	127	994	0			1,121	1,264
Super Colossal	0	1,313	0			1,313	1,313
Green Ripe Whole	0	0	0			0	0
Total	2,081	9,347	0			11,428	
Conv. Total	4,430	9,347	0				13,777
Prior Year	8,850	13,039	0				21,889
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	2,887	306,798	4,421			314,106	315,513
Medium	55,686	794,382	31,269			881,337	931,105
Large	14,160	874,587	14,038			902,785	912,890
Ex. Large	37,165	771,694	0			808,859	850,818
Ex. Large Sev "C"	3,893	0	0			3,893	8,288
Jumbo	16,707	235,419	0			252,126	270,988
Colossal	8,062	149,849	0			157,911	167,013
Sup. Colossal	2,125	64,264	0			66,389	68,788
Green Ripe Whole	0	133,651	0			133,651	133,651
Total	140,685	3,330,644	49,728			3,521,057	
Conv. Total	299,518	3,330,644	28,892				3,659,054
Prior Year	502,908	3,440,788	25,143				3,968,839
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	24,556	0	0	0	6,166	30,722	65,760
Sliced	353,589	57,585	362,858	0	694,800	1,468,832	1,510,929
Chopped	9,594	1,191	8,036	291,193	0	310,014	275,141
Total	387,739	58,776	370,894	291,193	700,966	1,809,568	
Conv. Total	1,010,507	70,173	258,079	225,675	287,396		1,851,830
Prior Year	801,460	42,710	179,325	327,792	228,608		1,579,895
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	144	10,031				10,175	10,338
Bkn. Pitted Green Ripe	0	0				0	0
Total	144	10,031				10,175	
Conv. Total	307	10,031					10,338
Prior Year	617	23,296					23,913

Converted Total 5,534,999

*Conversion factor changed as of December 2008.

Sales - Month Ending August 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	398	0			398	398
Large	0	587	0			587	587
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	246	612	0			858	1,136
Colossal	0	214	0			214	214
Super Colossal	0	66	0			66	66
Green Ripe Whole	0	0	0			0	0
Total	246	1,877	0			2,123	
Conv. Total	524	1,877	0				2,401
Prior Year	1,009	352	0				1,361
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	214	56,641	620			57,475	57,457
Medium	8,851	175,355	880			185,086	194,710
Large	2,103	230,280	1,822			234,205	235,816
Ex. Large	3,883	78,397	0			82,280	86,664
Ex. Large Sev "C"	1,448	0	0			1,448	3,083
Jumbo	1,694	29,332	0			31,026	32,939
Colossal	461	5,865	0			6,326	6,846
Sup. Colossal	0	167	0			167	167
Green Ripe Whole	0	3,949	0			3,949	3,949
Total	18,654	579,986	3,322			601,962	
Conv. Total	39,714	579,986	1,930				621,630
Prior Year	55,018	637,271	3,028				695,317
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	827	0	0	0	400	1,227	2,294
Sliced	83,030	6,419	89,002	0	208,550	387,001	367,695
Chopped	199	0	638	37,258	0	38,095	30,423
Total	84,056	6,419	89,640	37,258	208,950	426,323	
Conv. Total	216,695	7,510	61,662	28,875	85,670		400,412
Prior Year	230,051	11,764	57,695	21,384	77,475		398,369
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	8	3,080				3,088	3,097
Bkn. Pitted Green Ripe	0	0				0	0
Total	8	3,080				3,088	
Conv. Total	17	3,080					3,097
Prior Year	34	2,721					2,755

Converted Total 1,027,540

Cumulative Sales - Month Ending August 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	398	0			398	398
Large	0	587	0			587	587
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	246	612	0			858	1,136
Colossal	0	214	0			214	214
Super Colossal	0	66	0			66	66
Green Ripe Whole	0	0	0			0	0
Total	246	1,877	0			2,123	
Conv. Total	524	1,877	0				2,401
Prior Year	1,009	352	0				1,361
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	214	56,641	620			57,475	57,457
Medium	8,851	175,355	880			185,086	194,710
Large	2,103	230,280	1,822			234,205	235,816
Ex. Large	3,883	78,397	0			82,280	86,664
Ex. Large Sev "C"	1,448	0	0			1,448	3,083
Jumbo	1,694	29,332	0			31,026	32,939
Colossal	461	5,865	0			6,326	6,846
Sup. Colossal	0	167	0			167	167
Green Ripe Whole	0	3,949	0			3,949	3,949
Total	18,654	579,986	3,322			601,962	
Conv. Total	39,714	579,986	1,930				621,630
Prior Year	55,018	637,271	3,028				695,317
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	827	0	0	0	400	1,227	2,294
Sliced	83,030	6,419	89,002	0	208,550	387,001	367,695
Chopped	199	0	638	37,258	0	38,095	30,423
Total	84,056	6,419	89,640	37,258	208,950	426,323	
Conv. Total	216,695	7,510	61,662	28,875	85,670		400,412
Prior Year	230,051	11,764	57,695	21,384	77,475		398,369
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	8	3,080				3,088	3,097
Bkn. Pitted Green Ripe	0	0				0	0
Total	8	3,080				3,088	
Conv. Total	17	3,080					3,097
Prior Year	34	2,721					2,755

Converted Total 1,027,540

Consecutive Sales - 12 Months Month Ending August 31, 2009

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	0	0	0			0	0
Medium	0	1,146	0			1,146	1,146
Large	0	5,355	0			5,355	5,355
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	2,621	2,441	0			5,062	8,021
Colossal	511	1,443	0			1,954	2,531
Super Colossal	0	576	0			576	576
Green Ripe Whole	0	0	0			0	0
Total	3,132	10,961	0			14,093	
Conv. Total	6,668	10,961	0				17,629
Prior Year	8,365	11,878	0				20,243
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	3,582	815,756	11,080			830,418	829,820
Medium	121,349	2,250,055	19,006			2,390,410	2,519,450
Large	42,607	3,151,698	18,804			3,213,109	3,253,333
Ex. Large	67,467	1,089,320	0			1,156,787	1,232,957
Ex. Large Sev "C"	10,987	0	0			10,987	23,391
Jumbo	21,653	441,236	0			462,889	487,335
Colossal	6,683	93,907	0			100,590	108,135
Sup. Colossal	0	21,698	0			21,698	21,698
Green Ripe Whole	672	53,447	0			54,119	54,878
Total	275,000	7,917,117	48,890			8,241,007	
Conv. Total	585,475	7,917,117	28,405				8,530,997
Prior Year	646,371	7,666,607	49,252				8,362,230
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	15,476	0	0	0	6,800	22,276	42,639
Sliced	1,054,134	102,385	1,013,142	0	2,292,059	4,461,720	4,466,919
Chopped	10,482	1,768	6,507	448,799	0	467,556	400,166
Total	1,080,092	104,153	1,019,649	448,799	2,298,859	4,951,552	
Conv. Total	2,794,434	123,945	700,993	347,819	942,532		4,909,723
Prior Year	2,942,696	129,072	666,489	339,703	1,006,953		5,084,913
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	144	52,126				52,270	52,433
Bkn. Pitted Green Ripe	0	0				0	0
Total	144	52,126				52,270	
Conv. Total	307	52,126					52,433
Prior Year	326	62,419					62,745

Converted Total 13,510,782