



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 January 31, 2010
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	787,472	787,605	-0.02	7,003,111	7,265,067	-3.61	13,319,089	13,784,934	-3.38
Markets									
Consumer	549,064	542,091	1.29	5,419,755	5,580,017	-2.87	10,004,737	10,226,148	-2.17
Food Service	238,408	245,515	-2.89	1,583,356	1,685,050	-6.04	3,314,352	3,558,785	-6.87
Styles									
Whole	905	2,089	-56.68	8,990	9,316	-3.50	16,264	18,550	-12.33
Pitted	453,527	431,249	5.17	4,575,351	4,828,406	-5.24	8,351,628	8,631,868	-3.25
Wedged	2,547	4,403	-42.16	16,364	24,516	-33.25	36,928	52,697	-29.92
Sliced	305,995	322,382	-5.08	2,188,800	2,174,193	0.67	4,476,857	4,647,530	-3.67
Chopped	22,901	25,884	-11.52	192,064	205,353	-6.47	387,062	382,169	1.28
Broken Pitted	1,598	1,598	0.00	21,542	23,282	-7.47	50,351	52,119	-3.39
Key Items									
24/300 Pitted	414,752	383,937	8.03	4,326,331	4,500,234	-3.86	7,799,030	7,936,090	-1.73
6/10 Pitted	36,934	44,121	-16.29	237,100	310,289	-23.59	527,590	645,885	-18.32
6/10 Sliced	197,904	195,203	1.38	1,317,628	1,324,835	-0.54	2,709,881	2,816,172	-3.77
24/300 Whole	675	1,197	-43.61	6,086	4,928	23.50	10,594	10,901	-2.82
6/10 Whole	230	892	-74.22	2,904	4,388	-33.82	5,670	7,649	-25.88
6/10 Wedged	2,547	4,321	-41.06	15,298	23,286	-34.30	34,222	50,238	-31.88
2.25 Sliced	57,225	70,000	-18.25	480,506	455,255	5.55	956,719	1,030,536	-7.16
4.25 Chopped	22,142	24,041	-7.90	181,023	178,507	1.41	342,844	334,610	2.46

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Summary Report - Packout and Inventory
Month Ending January 31, 2010
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	918,837	792,205	15.98	4,975,218	7,346,148	-32.27	4,222,075	5,835,705	-27.65
Markets									
Consumer	530,093	664,104	-20.18	3,721,010	5,843,220	-36.32	3,173,223	4,580,181	-30.72
Food Service	388,743	128,100	203.47	1,254,208	1,502,928	-16.55	1,048,852	1,255,524	-16.46
Styles									
Whole	5,078	1,234	311.51	9,310	10,810	-13.87	15,061	17,778	-15.28
Pitted	395,552	557,447	-29.04	3,017,539	4,718,479	-36.05	2,711,153	3,993,268	-32.11
Wedged	0	35,389	-100.00	0	35,389	-100.00	50,304	44,518	13.00
Sliced	498,184	150,599	230.80	1,862,386	2,392,574	-22.16	1,255,757	1,414,815	-11.24
Chopped	20,023	38,209	-47.60	73,598	168,931	-56.43	182,684	352,371	-48.16
Broken Pitted	0	9,326	-100.00	12,384	19,964	-37.97	7,115	12,955	-45.08
Key Items									
24/300 Pitted	350,435	551,809	-36.49	2,922,132	4,589,328	-36.33	2,496,616	3,605,830	-30.76
6/10 Pitted	43,423	0	0.00	91,042	101,000	-9.86	191,444	343,144	-44.21
6/10 Sliced	341,628	81,174	320.86	1,152,956	1,347,626	-14.45	770,440	813,803	-5.33
24/300 Whole	5,078	1,234	311.51	5,078	8,296	-38.79	10,122	10,784	-6.14
6/10 Whole	0	0	0.00	4,232	2,514	68.36	4,939	6,994	-29.38
6/10 Wedged	0	34,193	-100.00	0	34,193	-100.00	48,680	42,915	13.43
2.25 Sliced	39,196	58,538	-33.04	372,765	646,231	-42.32	203,573	349,614	-41.77
4.25 Chopped	16,331	21,781	-25.02	67,621	146,392	-53.81	136,691	300,193	-54.47

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

Approximate Supply in Converted Cases

Total Inventory*	4,222,075
Converted Storage	2,728,553
Approximate Supply*	6,950,628

Storage Report
Month Ending January 31, 2010

Whole Canning Sizes	
Size	Tons
Small	2,025
Medium	3,121
Large	1,532
Ex. Large	3,123
Ex. Large Sev. "C"	73
Jumbo	344
Colossal	112
Super Colossal	374
Orchard Run	0
Total Canning	10,703
Limited	6,900
Total	17,604
Total Converted (*155)	2,728,553

Packout - Month Ending January 31, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,815	0				1,815	1,815
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	3,263	0				3,263	3,263
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	0	5,078	0				5,078	
Conv. Total	0	5,078	0					5,078
Prior Year	0	1,234	0					1,234
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,220	26,814	0				28,034	29,411
Medium	8,993	199,986	2,915				211,894	220,826
Large	5,538	79,742	0				85,280	91,532
Ex. Large	4,645	43,211	0				47,856	53,100
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	682	0				682	682
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	20,396	350,435	2,915				373,746	
Conv. Total	43,423	350,435	1,694					395,552
Prior Year	0	551,809	0					551,809
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	132,671	0	171,579	0	95,600		399,850	498,184
Chopped	963	0	0	21,072	0		22,035	20,023
Total	133,634	0	171,579	21,072	95,600		421,885	
Conv. Total	345,320	0	117,360	16,331	39,196			518,207
Prior Year	128,100	1,838	12,745	21,781	59,733			224,197
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	9,326						9,326

Converted Total 918,837

*Conversion factor changed as of December 2008.

Consumer 530,093
Food Service 388,743

Cumulative Packout - Month Ending January 31, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,815	0				1,815	1,815
Large	0	0	0				0	0
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	792	0	0				792	1,686
Colossal	1,196	3,263	0				4,459	5,809
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	1,988	5,078	0				7,066	
Conv. Total	4,232	5,078	0					9,310
Prior Year	2,514	8,296	0					10,810
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,220	59,641	0				60,861	62,238
Medium	17,165	607,741	2,915				627,821	645,979
Large	7,450	667,486	4,598				679,534	686,018
Ex. Large	9,490	1,320,604	0				1,330,094	1,340,808
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	7,438	79,695	0				87,133	95,531
Colossal	0	109,714	0				109,714	109,714
Sup. Colossal	0	52,232	0				52,232	52,232
Green Ripe Whole	0	25,019	0				25,019	25,019
Total	42,763	2,922,132	7,513				2,972,408	
Conv. Total	91,042	2,922,132	4,365					3,017,539
Prior Year	101,000	4,589,328	11,514					4,701,842
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	447,750	34,855	432,579	0	909,183		1,824,367	1,862,386
Chopped	1,559	0	0	87,253	0		88,812	73,598
Total	449,309	34,855	432,579	87,253	909,183		1,913,179	
Conv. Total	1,158,933	40,780	295,884	67,621	372,765			1,935,984
Prior Year	1,399,414	54,110	349,552	146,392	647,427			2,596,895
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	12,384					12,384	12,384
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	12,384					12,384	
Conv. Total	0	12,384						12,384
Prior Year	0	19,964						19,964

Converted Total 4,975,218

*Conversion factor changed as of December 2008.

Consumer 3,721,010
Food Service 1,254,208

Inventory - Month Ending January 31, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	3,690	0				3,690	3,690
Large	0	1,950	0				1,950	1,950
Ex. Large	224	0	0				224	477
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,598	148	0				1,746	3,550
Colossal	498	3,431	0				3,929	4,491
Super Colossal	0	801	0				801	801
Green Ripe Whole	0	0	0				0	0
Total	2,320	10,122	0				12,442	
Conv. Total	4,939	10,122	0					15,061
Prior Year	6,994	10,784	0					17,778
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,571	174,766	1,612				179,949	183,305
Medium	28,060	529,818	27,001				584,879	605,245
Large	13,016	615,586	11,134				639,736	649,766
Ex. Large	18,187	615,014	0				633,201	653,734
Ex. Large Sev "C"	896	0	0				896	1,908
Jumbo	18,842	253,718	0				272,560	293,833
Colossal	5,225	108,551	0				113,776	119,675
Sup. Colossal	2,125	80,019	0				82,144	84,543
Green Ripe Whole	0	119,144	0				119,144	119,144
Total	89,922	2,496,616	39,747				2,626,285	
Conv. Total	191,444	2,496,616	23,093					2,711,153
Prior Year	343,144	3,605,830	29,410					3,978,384
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	18,905	0	0	0	3,961		22,866	50,304
Sliced	299,200	40,009	343,470	0	496,520		1,179,199	1,255,757
Chopped	8,658	1,191	8,129	176,376	0		194,354	182,684
Total	326,763	41,200	351,599	176,376	500,481		1,396,419	
Conv. Total	852,315	49,609	244,932	136,691	205,197			1,488,745
Prior Year	904,888	41,857	213,548	300,193	351,217			1,811,703
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	72	6,962					7,034	7,115
Bkn. Pitted Green Ripe	0	0					0	0
Total	72	6,962					7,034	
Conv. Total	153	6,962						7,115
Prior Year	498	12,457						12,955

Converted Total 4,222,075

*Conversion factor changed as of December 2008.

Consumer 3,173,223
Food Service 1,048,852

Sales - Month Ending January 31, 2010

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	332	0				332	332
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	108	306	0				414	536
Colossal	0	25	0				25	25
Super Colossal	0	12	0				12	12
Green Ripe Whole	0	0	0				0	0
Total	108	675	0				783	
Conv. Total	230	675	0					905
Prior Year	892	1,197	0					2,089
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	182	37,672	400				38,254	38,292
Medium	8,886	89,775	1,601				100,262	109,623
Large	2,876	175,497	1,167				179,540	182,298
Ex. Large	2,923	80,080	0				83,003	86,303
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,912	19,027	0				20,939	23,098
Colossal	569	4,180	0				4,749	5,391
Sup. Colossal	0	1,879	0				1,879	1,879
Green Ripe Whole	0	6,642	0				6,642	6,642
Total	17,348	414,752	3,168				435,268	
Conv. Total	36,934	414,752	1,841					453,527
Prior Year	44,121	383,937	1,722					429,780
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	989	0	0	0	0		989	2,547
Sliced	76,856	7,720	61,159	0	139,574		285,309	305,995
Chopped	198	0	0	28,570	0		28,768	22,901
Total	78,043	7,720	61,159	28,570	139,574		315,066	
Conv. Total	201,210	9,032	41,833	22,142	57,225			331,442
Prior Year	200,467	8,284	49,795	24,041	70,082			352,669
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	16	1,564					1,580	1,598
Bkn. Pitted Green Ripe	0	0					0	0
Total	16	1,564					1,580	
Conv. Total	34	1,564						1,598
Prior Year	34	1,564						1,598

Converted Total	787,472
Consumer	549,064
Food Service	238,408

Cumulative Sales - Month Ending January 31, 2010

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	2,889	0			2,889	2,889
Ex. Large	0	0	0			0	0
Ex. Large Sev "C"	0	0	0			0	0
Jumbo	1,216	1,886	0			3,102	4,475
Colossal	148	643	0			791	958
Super Colossal	0	270	0			270	270
Green Ripe Whole	0	0	0			0	0
Total	1,364	6,086	0			7,450	
Conv. Total	2,904	6,086	0				8,990
Prior Year	4,388	4,928	0				9,316
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff			Total	Conv. Total
Small	1,460	402,239	4,127			407,826	407,745
Medium	54,434	1,298,227	7,309			1,359,970	1,418,364
Large	13,161	1,726,068	9,079			1,748,308	1,759,363
Ex. Large	24,538	575,797	0			600,335	628,038
Ex. Large Sev "C"	4,420	0	0			4,420	9,410
Jumbo	10,084	227,637	0			237,721	249,106
Colossal	3,270	41,980	0			45,250	48,942
Sup. Colossal	0	11,025	0			11,025	11,025
Green Ripe Whole	0	43,358	0			43,358	43,358
Total	111,367	4,326,331	20,515			4,458,213	
Conv. Total	237,100	4,326,331	11,919				4,575,351
Prior Year	310,289	4,500,234	16,414				4,826,937
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz	Total	Conv. Total
Segmented	5,941	0	0	0	2,600	8,541	16,364
Sliced	511,700	47,926	489,172	0	1,171,965	2,220,763	2,188,800
Chopped	2,675	0	638	233,578	0	236,891	192,064
Total	520,316	47,926	489,810	233,578	1,174,565	2,466,195	
Conv. Total	1,343,182	56,073	335,378	181,023	481,572		2,397,228
Prior Year	1,370,220	63,316	335,535	178,507	456,485		2,404,063
BROKEN PITTED	6 No. 10s	24 No. 300s				Total	Conv. Total
Bkn. Pitted	80	21,372				21,452	21,542
Bkn. Pitted Green Ripe	0	0				0	0
Total	80	21,372				21,452	
Conv. Total	170	21,372					21,542
Prior Year	153	23,129					23,282

Converted Total	7,003,111
Consumer	5,419,755
Food Service	1,583,356

Consecutive Sales - 12 Months Month Ending January 31, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	806	0				806	806
Large	0	5,217	0				5,217	5,217
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,430	2,859	0				5,289	8,032
Colossal	233	1,253	0				1,486	1,749
Super Colossal	0	459	0				459	459
Green Ripe Whole	0	0	0				0	0
Total	2,663	10,594	0				13,257	
Conv. Total	5,670	10,594	0					16,264
Prior Year	7,649	10,901	0					18,550
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,205	790,238	9,667				803,110	802,678
Medium	114,719	2,260,020	16,004				2,390,743	2,513,555
Large	29,322	3,095,697	17,373				3,142,392	3,168,217
Ex. Large	58,756	1,081,446	0				1,140,202	1,206,538
Ex. Large Sev "C"	13,959	0	0				13,959	29,719
Jumbo	21,342	402,192	0				423,534	447,629
Colossal	6,172	80,733	0				86,905	93,873
Sup. Colossal	0	20,214	0				20,214	20,214
Green Ripe Whole	336	68,490	0				68,826	69,205
Total	247,811	7,799,030	43,044				8,089,885	
Conv. Total	527,590	7,799,030	25,009					8,351,628
Prior Year	645,885	7,936,090	48,423					8,630,398
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	13,290	0	0	0	6,600		19,890	36,928
Sliced	1,052,381	101,197	1,011,486	0	2,333,461		4,498,525	4,476,857
Chopped	9,559	1,088	4,075	442,379	0		457,101	387,062
Total	1,075,230	102,285	1,015,561	442,379	2,340,061		4,975,516	
Conv. Total	2,780,752	120,957	696,869	342,844	959,425			4,900,847
Prior Year	2,904,942	130,493	679,356	334,610	1,032,995			5,082,396
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	160	50,010					50,170	50,351
Bkn. Pitted Green Ripe	0	0					0	0
Total	160	50,010					50,170	
Conv. Total	341	50,010						50,351
Prior Year	309	51,810						52,119

Converted Total	13,319,089
Consumer	10,004,737
Food Service	3,314,352