



# 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 April 30, 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	898,962	956,106	-5.98	9,849,544	10,189,350	-3.33	13,241,239	13,895,180	-4.71
<b>Markets</b>									
Consumer	650,519	678,958	-4.19	7,481,902	7,667,744	-2.42	9,979,158	10,366,310	-3.73
Food Service	248,443	277,148	-10.36	2,367,642	2,521,606	-6.11	3,262,081	3,528,870	-7.56
<b>Styles</b>									
Whole	1,271	1,403	-9.40	13,546	13,207	2.56	16,928	18,767	-9.80
Pitted	536,855	562,101	-4.49	6,269,801	6,554,760	-4.35	8,319,725	8,726,992	-4.67
Wedged	3,117	2,499	24.73	26,751	35,229	-24.07	36,602	49,757	-26.44
Sliced	333,067	351,424	-5.22	3,246,888	3,261,474	-0.45	4,447,665	4,659,511	-4.55
Chopped	23,784	35,413	-32.84	267,055	287,465	-7.10	379,942	386,923	-1.80
Broken Pitted	867	3,266	-73.45	25,504	37,216	-31.47	40,378	53,230	-24.14
<b>Key Items</b>									
24/300 Pitted	500,948	510,185	-1.81	5,906,819	6,075,665	-2.78	7,801,750	8,060,796	-3.21
6/10 Pitted	34,764	49,137	-29.25	345,081	453,117	-23.84	492,742	628,655	-21.62
6/10 Sliced	209,677	217,394	-3.55	1,979,884	1,998,043	-0.91	2,698,930	2,806,493	-3.83
24/300 Whole	988	728	35.71	9,409	7,548	24.66	11,297	11,537	-2.08
6/10 Whole	283	675	-58.05	4,137	5,659	-26.90	5,631	7,230	-22.11
6/10 Wedged	2,871	2,253	27.44	25,029	33,179	-24.56	34,060	47,215	-27.86
2.25 Sliced	71,310	63,422	12.44	693,733	671,627	3.29	953,574	1,037,738	-8.11
4.25 Chopped	22,825	23,648	-3.48	251,445	247,136	1.74	344,637	336,424	2.44

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**Summary Report - Packout and Inventory**  
**Month Ending April 30, 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	1,140,054	1,344,073	-15.18	8,052,952	10,677,305	-24.58	4,448,163	6,198,624	-28.24
<b>Markets</b>									
Consumer	878,398	941,248	-6.68	6,018,438	8,298,003	-27.47	3,403,287	4,910,598	-30.70
Food Service	261,656	402,825	-35.04	2,034,514	2,379,302	-14.49	1,044,876	1,288,026	-18.88
<b>Styles</b>									
Whole	2,063	2,392	-13.75	18,306	13,856	32.12	19,484	14,599	33.46
Pitted	814,350	857,568	-5.04	5,062,822	6,832,983	-25.91	3,059,320	4,349,251	-29.66
Wedged	0	7,895	-100.00	0	47,085	-100.00	41,076	45,090	-8.90
Sliced	304,578	440,896	-30.92	2,818,584	3,475,439	-18.90	1,150,290	1,405,509	-18.16
Chopped	19,063	34,448	-44.66	138,493	279,167	-50.39	172,481	376,173	-54.15
Broken Pitted	0	875	-100.00	14,747	28,776	-48.75	5,513	8,002	-31.10
<b>Key Items</b>									
24/300 Pitted	751,184	777,746	-3.42	4,803,072	6,534,501	-26.50	2,796,110	3,943,361	-29.09
6/10 Pitted	59,529	72,399	-17.78	249,018	260,728	-4.49	241,358	358,839	-32.74
6/10 Sliced	202,127	322,532	-37.33	1,762,134	2,043,425	-13.77	716,396	830,785	-13.77
24/300 Whole	2,063	2,392	-13.75	9,690	11,342	-14.57	11,402	8,881	28.39
6/10 Whole	0	0	0.00	8,616	2,514	242.72	8,082	5,718	41.34
6/10 Wedged	0	7,895	-100.00	0	45,889	-100.00	40,108	44,308	-9.48
2.25 Sliced	74,437	76,927	-3.24	571,418	842,015	-32.14	189,301	329,885	-42.62
4.25 Chopped	19,063	25,261	-24.54	122,820	235,109	-47.76	121,463	316,060	-61.57

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	4,448,163
Converted Storage	2,725,712
Approximate Supply*	7,173,875

**Storage Report**  
**Month Ending April 30, 2010**

Whole Canning Sizes	
Size	Tons
Small	1,170
Medium	1,958
Large	3,515
Ex. Large	1,873
Ex. Large Sev. "C"	83
Jumbo	275
Colossal	134
Super Colossal	372
Orchard Run	0
Total Canning	9,380
Limited	8,205
Total	17,585
Total Converted (*155)	2,725,712

**Packout - Month Ending April 30, 2010**

<b>RIPE WHOLE</b>	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	2,063	0				2,063	2,063
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	2,063	0				2,063	
Conv. Total	0	2,063	0					2,063
Prior Year	0	2,392	0					2,392
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	66,869	0				66,869	66,869
Medium	19,996	391,359	0				411,355	433,930
Large	7,965	223,469	6,260				237,694	244,064
Ex. Large	0	65,754	0				65,754	65,754
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	3,733	0				3,733	3,733
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	27,961	751,184	6,260				785,405	
Conv. Total	59,529	751,184	3,637					814,350
Prior Year	72,399	777,746	6,165					856,310
<b>LIMITED</b>	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	78,496	7,916	27,416	0	181,553		295,381	304,578
Chopped	0	0	0	24,597	0		24,597	19,063
Total	78,496	7,916	27,416	24,597	181,553		319,978	
Conv. Total	202,127	9,262	18,753	19,063	74,437			323,641
Prior Year	330,427	9,571	41,053	25,261	76,927			483,239
<b>BROKEN PITTED</b>	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	875						875

Converted Total 1,140,054

\*Conversion factor changed as of December 2008.

Consumer	878,398
Food Service	261,656

**Cumulative Packout - Month Ending April 30, 2010**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	2,705	0				2,705	2,705
Large	0	1,659	0				1,659	1,659
Ex. Large	2,059	2,063	0				4,122	6,447
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
<b>Total</b>	4,047	9,690	0				13,737	
<b>Conv. Total</b>	8,616	9,690	0					18,306
<b>Prior Year</b>	2,514	11,342	0					13,856
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,220	208,522	0				209,742	211,119
Medium	70,358	1,513,052	7,612				1,591,022	1,667,267
Large	19,768	1,024,293	10,858				1,054,919	1,072,688
Ex. Large	17,524	1,773,545	0				1,791,069	1,810,854
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	8,095	95,782	0				103,877	113,016
Colossal	0	110,627	0				110,627	110,627
Sup. Colossal	0	52,232	0				52,232	52,232
Green Ripe Whole	0	25,019	0				25,019	25,019
<b>Total</b>	116,965	4,803,072	18,470				4,938,507	
<b>Conv. Total</b>	249,018	4,803,072	10,731					5,062,822
<b>Prior Year</b>	260,728	6,534,501	19,858					6,815,087
<b>LIMITED</b>	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	684,324	52,011	620,145	0	1,393,702		2,750,182	2,818,584
Chopped	3,846	395	0	158,477	0		162,718	138,493
<b>Total</b>	688,170	52,406	620,145	158,477	1,393,702		2,912,900	
<b>Conv. Total</b>	1,776,880	61,781	424,179	122,820	571,418			2,957,078
<b>Prior Year</b>	2,116,060	103,021	504,290	235,109	843,210			3,801,690
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	14,747					14,747	14,747
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	14,747					14,747	
<b>Conv. Total</b>	0	14,747						14,747
<b>Prior Year</b>	0	28,776						28,776

Converted Total 8,052,952

\*Conversion factor changed as of December 2008.

Consumer 6,018,438  
Food Service 2,034,514

**Inventory - Month Ending April 30, 2010**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	4,460	0				4,460	4,460
Large	0	2,682	0				2,682	2,682
Ex. Large	1,723	1,185	0				2,908	4,853
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,603	138	0				1,741	3,551
Colossal	470	2,544	0				3,014	3,545
Super Colossal	0	291	0				291	291
Green Ripe Whole	0	0	0				0	0
Total	3,796	11,402	0				15,198	
Conv. Total	8,082	11,402	0					19,484
Prior Year	5,718	8,881	0					14,599
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,679	242,270	2,031				246,980	249,154
Medium	54,143	916,981	22,851				993,975	1,045,528
Large	14,536	720,825	12,728				748,089	759,167
Ex. Large	19,532	438,392	0				457,924	479,976
Ex. Large Sev "C"	2	0	0				2	4
Jumbo	16,403	235,271	0				251,674	270,193
Colossal	3,947	75,502	0				79,449	83,905
Sup. Colossal	2,125	63,028	0				65,153	67,552
Green Ripe Whole	0	103,841	0				103,841	103,841
Total	113,367	2,796,110	37,610				2,947,087	
Conv. Total	241,358	2,796,110	21,851					3,059,320
Prior Year	358,839	3,943,361	33,488					4,335,688
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	15,576	0	0	0	2,360		17,936	41,076
Sliced	278,212	32,858	301,388	0	461,710		1,074,168	1,150,290
Chopped	10,150	1,586	6,809	156,727	0		175,272	172,481
Total	303,938	34,444	308,197	156,727	464,070		1,267,376	
Conv. Total	795,419	42,171	214,524	121,463	190,269			1,363,847
Prior Year	923,060	57,040	199,944	316,060	330,667			1,826,771
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	8	5,496					5,504	5,513
Bkn. Pitted Green Ripe	0	0					0	0
Total	8	5,496					5,504	
Conv. Total	17	5,496						5,513
Prior Year	409	7,593						8,002

Converted Total 4,448,163

\*Conversion factor changed as of December 2008.

Consumer 3,403,287  
Food Service 1,044,876

**Sales - Month Ending April 30, 2010**

<b>RIPE WHOLE</b>	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	451	0				451	451
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	133	10	0				143	293
Colossal	0	0	0				0	0
Super Colossal	0	17	0				17	17
Green Ripe Whole	0	0	0				0	0
Total	133	988	0				1,121	
Conv. Total	283	988	0					1,271
Prior Year	675	728	0					1,403
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	334	47,739	0				48,073	48,450
Medium	8,979	133,889	1,081				143,949	153,633
Large	4,108	206,102	885				211,095	215,362
Ex. Large	1,020	76,653	0				77,673	78,825
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,498	25,547	0				27,045	28,736
Colossal	390	6,698	0				7,088	7,528
Sup. Colossal	0	194	0				194	194
Green Ripe Whole	0	4,126	0				4,126	4,126
Total	16,329	500,948	1,966				519,243	
Conv. Total	34,764	500,948	1,142					536,855
Prior Year	49,137	510,185	2,373					561,695
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,115	0	0	0	600		1,715	3,117
Sliced	81,428	9,268	60,287	0	173,928		324,911	333,067
Chopped	212	0	119	29,452	0		29,783	23,784
Total	82,755	9,268	60,406	29,452	174,528		356,409	
Conv. Total	213,361	10,844	41,383	22,825	71,556			359,969
Prior Year	227,285	12,074	62,661	23,648	63,668			389,336
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	16	833					849	867
Bkn. Pitted Green Ripe	0	0					0	0
Total	16	833					849	
Conv. Total	34	833						867
Prior Year	51	3,215						3,266

Converted Total 898,962

Consumer 650,519  
Food Service 248,443

**Cumulative Sales - Month Ending April 30, 2010**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	514	0				514	514
Large	0	4,182	0				4,182	4,182
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,767	2,100	0				3,867	5,862
Colossal	176	1,731	0				1,907	2,106
Super Colossal	0	372	0				372	372
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	1,943	9,409	0				11,352	
<b>Conv. Total</b>	4,137	9,409	0					13,546
<b>Prior Year</b>	5,659	7,548	0					13,207
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,499	555,817	5,527				563,843	564,349
Medium	82,367	1,723,900	11,558				1,817,825	1,905,975
Large	25,163	2,372,556	13,725				2,411,444	2,434,102
Ex. Large	27,811	821,147	0				848,958	880,357
Ex. Large Sev "C"	5,312	0	0				5,312	11,309
Jumbo	14,396	302,530	0				316,926	333,179
Colossal	4,538	60,833	0				65,371	70,494
Sup. Colossal	0	11,524	0				11,524	11,524
Green Ripe Whole	0	58,512	0				58,512	58,512
<b>Total</b>	162,086	5,906,819	30,810				6,099,715	
<b>Conv. Total</b>	345,081	5,906,819	17,901					6,269,801
<b>Prior Year</b>	453,117	6,075,665	22,171					6,550,953
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,720	0	0	0	4,200		13,920	26,751
Sliced	768,887	72,067	714,843	0	1,692,032		3,247,829	3,246,888
Chopped	3,444	0	1,956	324,445	0		329,845	267,055
<b>Total</b>	782,051	72,067	716,799	324,445	1,696,232		3,591,594	
<b>Conv. Total</b>	2,018,117	84,318	491,358	251,445	695,455			3,540,694
<b>Prior Year</b>	2,062,592	96,941	503,821	247,136	673,677			3,584,167
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	144	25,197					25,341	25,504
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	144	25,197					25,341	
<b>Conv. Total</b>	307	25,197						25,504
<b>Prior Year</b>	238	36,978						37,216

Converted Total 9,849,544

Consumer 7,481,902  
Food Service 2,367,642

**Consecutive Sales - 12 Months Month Ending April 30, 2010**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	718	0				718	718
Large	0	5,364	0				5,364	5,364
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,399	2,314	0				4,713	7,421
Colossal	246	2,019	0				2,265	2,543
Super Colossal	0	372	0				372	372
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	2,645	11,297	0				13,942	
<b>Conv. Total</b>	5,631	11,297	0					16,928
<b>Prior Year</b>	7,230	11,537	0					18,767
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,337	773,538	8,707				785,582	785,701
Medium	114,659	2,271,449	16,471				2,402,579	2,525,128
Large	31,968	3,107,019	18,252				3,157,239	3,185,683
Ex. Large	42,649	1,087,724	0				1,130,373	1,178,524
Ex. Large Sev "C"	12,667	0	0				12,667	26,968
Jumbo	19,914	393,294	0				413,208	435,691
Colossal	6,137	80,953	0				87,090	94,019
Sup. Colossal	0	15,710	0				15,710	15,710
Green Ripe Whole	112	72,063	0				72,175	72,301
<b>Total</b>	231,443	7,801,750	43,430				8,076,623	
<b>Conv. Total</b>	492,742	7,801,750	25,233					8,319,725
<b>Prior Year</b>	628,655	8,060,796	33,734					8,723,185
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	13,227	0	0	0	6,200		19,427	36,602
Sliced	1,048,128	97,554	995,647	0	2,325,791		4,467,120	4,447,665
Chopped	7,910	612	2,878	444,693	0		456,093	379,942
<b>Total</b>	1,069,265	98,166	998,525	444,693	2,331,991		4,942,640	
<b>Conv. Total</b>	2,763,316	115,576	684,562	344,637	956,116			4,864,208
<b>Prior Year</b>	2,892,661	141,886	684,941	336,424	1,040,280			5,096,192
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	184	39,986					40,170	40,378
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	184	39,986					40,170	
<b>Conv. Total</b>	392	39,986						40,378
<b>Prior Year</b>	324	52,906						53,230

Converted Total 13,241,239

Consumer 9,979,158  
Food Service 3,262,081