



# 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 May 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	1,052,677	1,077,735	-2.33	10,902,221	11,267,085	-3.24	13,216,181	13,792,025	-4.18
<b>Markets</b>									
Consumer	804,105	782,886	2.71	8,286,007	8,450,630	-1.95	10,000,377	10,279,258	-2.71
Food Service	248,572	294,850	-15.70	2,616,214	2,816,456	-7.11	3,215,804	3,512,768	-8.45
<b>Styles</b>									
Whole	1,714	1,054	62.57	15,259	14,261	7.00	17,588	17,590	-0.01
Pitted	676,913	639,284	5.89	6,946,714	7,194,043	-3.44	8,357,354	8,621,907	-3.07
Wedged	2,620	2,978	-12.02	29,371	38,207	-23.13	36,243	48,457	-25.21
Sliced	343,115	395,144	-13.17	3,590,003	3,656,617	-1.82	4,395,636	4,660,904	-5.69
Chopped	27,101	34,436	-21.30	294,157	321,901	-8.62	372,607	389,668	-4.38
Broken Pitted	1,213	4,839	-74.92	26,717	42,056	-36.47	36,752	53,499	-31.30
<b>Key Items</b>									
24/300 Pitted	636,509	588,742	8.11	6,543,328	6,664,407	-1.82	7,848,825	7,973,986	-1.57
6/10 Pitted	38,867	47,328	-17.88	383,948	500,445	-23.28	484,282	613,020	-21.00
6/10 Sliced	202,910	239,372	-15.23	2,182,794	2,237,415	-2.44	2,662,468	2,805,542	-5.10
24/300 Whole	1,309	545	140.18	10,718	8,093	32.44	12,061	10,441	15.52
6/10 Whole	405	509	-20.53	4,541	6,168	-26.38	5,527	7,149	-22.69
6/10 Wedged	2,374	2,814	-15.63	27,403	35,993	-23.87	33,619	45,915	-26.78
2.25 Sliced	75,793	86,106	-11.98	769,526	757,733	1.56	943,261	1,038,682	-9.19
4.25 Chopped	23,091	28,887	-20.06	274,536	276,023	-0.54	338,841	337,251	0.47

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**Summary Report - Packout and Inventory**  
**Month Ending May 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	1,285,377	1,209,906	6.24	9,338,330	11,887,211	-21.44	4,676,096	6,358,705	-26.46
<b>Markets</b>									
Consumer	946,354	870,071	8.77	6,964,792	9,168,074	-24.03	3,543,167	5,024,837	-29.49
Food Service	339,023	339,835	-0.24	2,373,538	2,719,137	-12.71	1,132,929	1,333,868	-15.06
<b>Styles</b>									
Whole	2,040	2,825	-27.79	20,346	16,681	21.97	19,810	18,740	5.71
Pitted	775,960	680,997	13.94	5,838,782	7,513,980	-22.29	3,157,539	4,416,412	-28.50
Wedged	0	0	0.00	0	47,085	-100.00	38,402	42,243	-9.09
Sliced	485,999	504,071	-3.59	3,304,583	3,979,510	-16.96	1,289,512	1,513,878	-14.82
Chopped	21,378	19,435	10.00	159,872	298,602	-46.46	166,544	361,700	-53.96
Broken Pitted	0	2,577	-100.00	14,747	31,353	-52.96	4,290	5,733	-25.18
<b>Key Items</b>									
24/300 Pitted	721,711	631,387	14.31	5,524,783	7,165,888	-22.90	2,880,754	4,012,177	-28.20
6/10 Pitted	54,249	32,997	64.41	303,268	293,725	3.25	256,474	343,899	-25.42
6/10 Sliced	284,774	299,524	-4.92	2,046,909	2,342,949	-12.64	796,100	892,346	-10.79
24/300 Whole	2,040	2,052	-0.58	11,730	13,394	-12.42	12,133	12,775	-5.03
6/10 Whole	0	773	-100.00	8,616	3,287	162.13	7,677	5,965	28.70
6/10 Wedged	0	0	0.00	0	45,889	-100.00	37,762	41,625	-9.28
2.25 Sliced	88,280	40,652	117.16	659,698	882,667	-25.26	200,284	282,517	-29.11
4.25 Chopped	21,378	8,888	140.53	144,198	243,998	-40.90	119,537	296,646	-59.70

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	4,676,096
Converted Storage	2,286,903
Approximate Supply*	6,962,999

**Storage Report**  
**Month Ending May 31, 2010**

Whole Canning Sizes	
Size	Tons
Small	609
Medium	1,416
Large	2,994
Ex. Large	1,589
Ex.Large Sev. "C"	87
Jumbo	311
Colossal	125
Super Colossal	372
Orchard Run	0
<b>Total Canning</b>	<b>7,502</b>
Limited	7,252
Total	14,754
Total Converted (*155)	2,286,903

**Packout - Month Ending May 31, 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	2,040	0				2,040	2,040
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	2,040	0				2,040	
Conv. Total	0	2,040	0					2,040
Prior Year	773	2,052	0					2,825
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	38,569	0				38,569	38,569
Medium	25,481	270,758	0				296,239	325,007
Large	0	270,909	0				270,909	270,909
Ex. Large	0	140,033	0				140,033	140,033
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	0	0				0	0
Colossal	0	1,442	0				1,442	1,442
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	25,481	721,711	0				747,192	
Conv. Total	54,249	721,711	0					775,960
Prior Year	32,997	631,387	0					664,384
<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	110,592	35,792	103,900	0	215,318		465,602	485,999
Chopped	0	0	0	27,585	0		27,585	21,378
Total	110,592	35,792	103,900	27,585	215,318		493,187	
Conv. Total	284,774	41,877	71,068	21,378	88,280			507,377
Prior Year	306,065	17,866	150,035	8,888	40,652			523,506
<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	2,577						2,577

Converted Total 1,285,377

\*Conversion factor changed as of December 2008.

Consumer 946,354  
Food Service 339,023

**Cumulative Packout - Month Ending May 31, 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	4,103	0				6,162	8,487
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>	<b>4,047</b>	<b>11,730</b>	<b>0</b>				<b>15,777</b>	
<b>Conv. Total</b>	<b>8,616</b>	<b>11,730</b>	<b>0</b>					<b>20,346</b>
<b>Prior Year</b>	<b>3,287</b>	<b>13,394</b>	<b>0</b>					<b>16,681</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,220	247,091	0				248,311	249,688
Medium	95,839	1,783,810	7,612				1,887,261	1,992,274
Large	19,768	1,295,202	10,858				1,325,828	1,343,597
Ex. Large	17,524	1,913,578	0				1,931,102	1,950,887
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	8,095	95,782	0				103,877	113,016
Colossal	0	112,069	0				112,069	112,069
Sup. Colossal	0	52,232	0				52,232	52,232
Green Ripe Whole	0	25,019	0				25,019	25,019
<b>Total</b>	<b>142,446</b>	<b>5,524,783</b>	<b>18,470</b>				<b>5,685,699</b>	
<b>Conv. Total</b>	<b>303,268</b>	<b>5,524,783</b>	<b>10,731</b>					<b>5,838,782</b>
<b>Prior Year</b>	<b>293,725</b>	<b>7,165,888</b>	<b>19,858</b>					<b>7,479,471</b>
<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	794,916	87,803	724,045	0	1,609,020		3,215,784	3,304,583
Chopped	3,846	395	0	186,062	0		190,303	159,872
<b>Total</b>	<b>798,762</b>	<b>88,198</b>	<b>724,045</b>	<b>186,062</b>	<b>1,609,020</b>		<b>3,406,087</b>	
<b>Conv. Total</b>	<b>2,061,654</b>	<b>103,658</b>	<b>495,247</b>	<b>144,198</b>	<b>659,698</b>			<b>3,464,455</b>
<b>Prior Year</b>	<b>2,422,125</b>	<b>120,887</b>	<b>654,325</b>	<b>243,998</b>	<b>883,862</b>			<b>4,325,197</b>
<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>	<b>0</b>	<b>14,747</b>					<b>14,747</b>	
<b>Conv. Total</b>	<b>0</b>	<b>14,747</b>						<b>14,747</b>
<b>Prior Year</b>	<b>0</b>	<b>31,353</b>						<b>31,353</b>

Converted Total 9,338,330

\*Conversion factor changed as of December 2008.

Consumer 6,964,792  
Food Service 2,373,538

**Inventory - Month Ending May 31, 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	3,218	0				3,218	3,218
Ex. Large	1,723	2,052	0				3,775	5,720
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,413	96	0				1,509	3,104
Colossal	470	1,948	0				2,418	2,949
Super Colossal	0	257	0				257	257
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>3,606</b>	<b>12,133</b>	<b>0</b>				<b>15,739</b>	
<b>Conv. Total</b>	<b>7,677</b>	<b>12,133</b>	<b>0</b>					<b>19,810</b>
<b>Prior Year</b>	<b>5,965</b>	<b>12,775</b>	<b>0</b>					<b>18,740</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,622	244,589	1,991				249,202	251,328
Medium	69,970	957,809	21,446				1,049,225	1,119,235
Large	10,367	786,347	11,521				808,235	815,112
Ex. Large	17,144	450,015	0				467,159	486,515
Ex. Large Sev "C"	2	0	0				2	4
Jumbo	15,067	213,922	0				228,989	246,000
Colossal	3,170	75,329	0				78,499	82,078
Sup. Colossal	2,125	55,747	0				57,872	60,271
Green Ripe Whole	0	96,996	0				96,996	96,996
<b>Total</b>	<b>120,467</b>	<b>2,880,754</b>	<b>34,958</b>				<b>3,036,179</b>	
<b>Conv. Total</b>	<b>256,474</b>	<b>2,880,754</b>	<b>20,311</b>					<b>3,157,539</b>
<b>Prior Year</b>	<b>343,899</b>	<b>4,012,177</b>	<b>30,974</b>					<b>4,387,050</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	14,665	0	0	0	1,560		16,225	38,402
Sliced	309,165	60,479	325,099	0	488,497		1,183,240	1,289,512
Chopped	9,104	1,586	6,809	154,241	0		171,740	166,544
<b>Total</b>	<b>332,934</b>	<b>62,065</b>	<b>331,908</b>	<b>154,241</b>	<b>490,057</b>		<b>1,371,205</b>	
<b>Conv. Total</b>	<b>868,767</b>	<b>74,488</b>	<b>230,743</b>	<b>119,537</b>	<b>200,923</b>			<b>1,494,457</b>
<b>Prior Year</b>	<b>983,628</b>	<b>65,781</b>	<b>288,629</b>	<b>296,646</b>	<b>283,135</b>			<b>1,917,819</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	4,279					4,284	4,290
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>5</b>	<b>4,279</b>					<b>4,284</b>	
<b>Conv. Total</b>	<b>11</b>	<b>4,279</b>						<b>4,290</b>
<b>Prior Year</b>	<b>375</b>	<b>5,358</b>						<b>5,733</b>

Converted Total 4,676,096

\*Conversion factor changed as of December 2008.

Consumer 3,543,167  
Food Service 1,132,929

**Sales - Month Ending May 31, 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	638	0				638	638
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	190	632	0				822	1,037
Colossal	0	5	0				5	5
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	190	1,309	0				1,499	
<b>Conv. Total</b>	405	1,309	0					1,714
<b>Prior Year</b>	509	545	0					1,054
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	483	61,347	600				62,430	62,724
Medium	9,737	180,001	840				190,578	201,219
Large	4,351	257,026	1,206				262,583	266,990
Ex. Large	1,083	95,357	0				96,440	97,663
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,828	27,446	0				29,274	31,338
Colossal	774	5,806	0				6,580	7,454
Sup. Colossal	0	2,612	0				2,612	2,612
Green Ripe Whole	0	6,914	0				6,914	6,914
<b>Total</b>	18,256	636,509	2,646				657,411	
<b>Conv. Total</b>	38,867	636,509	1,537					676,913
<b>Prior Year</b>	47,328	588,742	2,522					638,592
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	922	0	0	0	600		1,522	2,620
Sliced	78,800	8,158	80,216	0	184,860		352,034	343,115
Chopped	1,046	0	0	29,795	0		30,841	27,101
<b>Total</b>	80,768	8,158	80,216	29,795	185,460		384,397	
<b>Conv. Total</b>	209,295	9,545	54,868	23,091	76,039			372,837
<b>Prior Year</b>	246,979	9,101	61,321	28,887	86,270			432,558
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	3	1,207					1,210	1,213
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	3	1,207					1,210	
<b>Conv. Total</b>	6	1,207						1,213
<b>Prior Year</b>	34	4,805						4,839

Converted Total 1,052,677

Consumer 804,105  
Food Service 248,572

**Cumulative Sales - Month Ending May 31, 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	4,820	0				4,820	4,820
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,957	2,732	0				4,689	6,898
Colossal	176	1,736	0				1,912	2,111
Super Colossal	0	406	0				406	406
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,133</b>	<b>10,718</b>	<b>0</b>				<b>12,851</b>	
<b>Conv. Total</b>	<b>4,541</b>	<b>10,718</b>	<b>0</b>					<b>15,259</b>
<b>Prior Year</b>	<b>6,168</b>	<b>8,093</b>	<b>0</b>					<b>14,261</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,982	617,164	6,127				626,273	627,072
Medium	92,104	1,903,901	12,398				2,008,403	2,107,194
Large	29,514	2,629,582	14,931				2,674,027	2,701,092
Ex. Large	28,894	916,504	0				945,398	978,019
Ex. Large Sev "C"	5,312	0	0				5,312	11,309
Jumbo	16,224	329,976	0				346,200	364,517
Colossal	5,312	66,639	0				71,951	77,948
Sup. Colossal	0	14,136	0				14,136	14,136
Green Ripe Whole	0	65,426	0				65,426	65,426
<b>Total</b>	<b>180,342</b>	<b>6,543,328</b>	<b>33,456</b>				<b>6,757,126</b>	
<b>Conv. Total</b>	<b>383,948</b>	<b>6,543,328</b>	<b>19,438</b>					<b>6,946,714</b>
<b>Prior Year</b>	<b>500,445</b>	<b>6,664,407</b>	<b>24,693</b>					<b>7,189,545</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,642	0	0	0	4,800		15,442	29,371
Sliced	847,687	80,225	795,059	0	1,876,892		3,599,863	3,590,003
Chopped	4,490	0	1,956	354,240	0		360,686	294,157
<b>Total</b>	<b>862,819</b>	<b>80,225</b>	<b>797,015</b>	<b>354,240</b>	<b>1,881,692</b>		<b>3,975,991</b>	
<b>Conv. Total</b>	<b>2,227,412</b>	<b>93,863</b>	<b>546,226</b>	<b>274,536</b>	<b>771,494</b>			<b>3,913,531</b>
<b>Prior Year</b>	<b>2,309,571</b>	<b>106,043</b>	<b>565,142</b>	<b>276,023</b>	<b>759,947</b>			<b>4,016,726</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	147	26,404					26,551	26,717
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>147</b>	<b>26,404</b>					<b>26,551</b>	
<b>Conv. Total</b>	<b>313</b>	<b>26,404</b>						<b>26,717</b>
<b>Prior Year</b>	<b>273</b>	<b>41,783</b>						<b>42,056</b>

Converted Total 10,902,221

Consumer 8,286,007  
Food Service 2,616,214

**Consecutive Sales - 12 Months Month Ending May 31, 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	5,662	0				5,662	5,662
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,420	2,946	0				5,366	8,098
Colossal	176	2,023	0				2,199	2,398
Super Colossal	0	406	0				406	406
Green Ripe Whole	0	0	0				0	0
Total	2,596	12,061	0				14,657	
Conv. Total	5,527	12,061	0					17,588
Prior Year	7,149	10,441	0					17,590
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,661	767,338	8,007				779,006	779,784
Medium	113,955	2,281,126	16,049				2,411,130	2,533,061
Large	33,690	3,127,200	17,679				3,178,569	3,209,198
Ex. Large	40,600	1,107,563	0				1,148,163	1,194,000
Ex. Large Sev "C"	9,063	0	0				9,063	19,295
Jumbo	20,013	393,875	0				413,888	436,483
Colossal	6,375	80,579	0				86,954	94,151
Sup. Colossal	0	16,584	0				16,584	16,584
Green Ripe Whole	112	74,560	0				74,672	74,798
Total	227,469	7,848,825	41,735				8,118,029	
Conv. Total	484,282	7,848,825	24,248					8,357,354
Prior Year	613,020	7,973,986	30,403					8,617,409
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	13,056	0	0	0	6,400		19,456	36,243
Sliced	1,033,968	97,933	987,319	0	2,300,636		4,419,856	4,395,636
Chopped	7,706	612	2,263	437,214	0		447,795	372,607
Total	1,054,730	98,545	989,582	437,214	2,307,036		4,887,107	
Conv. Total	2,725,632	116,020	678,110	338,841	945,885			4,804,487
Prior Year	2,892,247	140,903	687,404	337,251	1,041,224			5,099,029
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	171	36,388					36,559	36,752
Bkn. Pitted Green Ripe	0	0					0	0
Total	171	36,388					36,559	
Conv. Total	364	36,388						36,752
Prior Year	351	53,148						53,499

Converted Total 13,216,181

Consumer 10,000,377  
Food Service 3,215,804