



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

Month Ending September 30, 2010 Released: November 2, 2010

Frequency: Monthly

Summary Report - Sales
Month Ending September 30, 2010
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	10/11	09/10	Percent Change	10/11	09/10	Percent Change	10/11	09/10	Percent Change
Total	1,136,510	1,152,083	-1.35	2,128,025	2,179,623	-2.37	13,095,299	13,329,490	-1.76
Markets									
Consumer	873,474	868,600	0.56	1,609,899	1,639,190	-1.79	9,964,653	10,008,844	-0.44
Food Service	263,036	283,483	-7.21	518,126	540,433	-4.13	3,130,645	3,320,646	-5.72
Styles									
Whole	1,873	821	128.09	2,035	3,222	-36.85	16,976	16,764	1.26
Pitted	728,347	728,762	-0.06	1,342,979	1,350,392	-0.55	8,348,854	8,431,921	-0.99
Wedged	2,394	3,145	-23.88	4,782	5,439	-12.07	33,987	41,188	-17.48
Sliced	369,675	386,978	-4.47	719,635	754,674	-4.64	4,312,345	4,404,766	-2.10
Chopped	33,523	28,977	15.69	57,658	59,399	-2.93	359,058	382,929	-6.23
Broken Pitted	698	3,400	-79.47	936	6,497	-85.59	24,079	51,922	-53.62
Key Items									
24/300 Pitted	689,531	679,066	1.54	1,266,255	1,259,052	0.57	7,876,949	7,834,082	0.55
6/10 Pitted	36,365	47,809	-23.94	72,375	87,523	-17.31	447,680	570,338	-21.51
6/10 Sliced	219,423	230,414	-4.77	435,458	444,216	-1.97	2,621,023	2,671,498	-1.89
24/300 Whole	1,598	434	268.20	1,743	2,311	-24.58	11,909	10,394	14.58
6/10 Whole	275	387	-29.03	292	911	-67.98	5,067	6,370	-20.45
6/10 Wedged	2,230	2,817	-20.84	4,372	4,947	-11.62	31,691	38,236	-17.12
2.25 Sliced	80,117	83,182	-3.68	150,408	168,688	-10.84	916,219	930,253	-1.51
4.25 Chopped	27,981	26,972	3.74	51,231	55,847	-8.27	331,698	339,275	-2.23

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Summary Report - Packout and Inventory
Month Ending September 30, 2010
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	10/11	09/10	Percent Change	10/11	09/10	Percent Change	10/11	09/10	Percent Change
Total	1,175,548	613,041	91.76	2,236,248	921,962	142.55	4,590,461	5,020,899	-8.57
Markets									
Consumer	939,562	477,763	96.66	1,717,674	605,128	183.85	3,265,042	3,846,472	-15.12
Food Service	235,986	135,278	74.45	518,574	316,834	63.67	1,325,418	1,174,427	12.86
Styles									
Whole	0	2,987	-100.00	0	2,987	-100.00	14,812	15,861	-6.61
Pitted	722,570	409,842	76.30	1,288,061	417,154	208.77	2,668,765	3,345,984	-20.24
Wedged	0	0	0.00	0	0	0.00	41,237	62,534	-34.06
Sliced	412,049	175,245	135.13	876,455	473,141	85.24	1,708,700	1,317,612	29.68
Chopped	40,930	17,619	132.31	71,732	21,332	236.26	143,775	263,813	-45.50
Broken Pitted	0	7,348	-100.00	0	7,348	-100.00	13,172	15,095	-12.74
Key Items									
24/300 Pitted	701,225	399,527	75.51	1,254,336	406,839	208.31	2,475,063	3,056,989	-19.04
6/10 Pitted	13,817	10,315	33.95	26,197	10,315	153.97	173,886	261,999	-33.63
6/10 Sliced	218,983	119,691	82.96	489,191	301,247	62.39	1,077,455	807,770	33.39
24/300 Whole	0	0	0.00	0	0	0.00	8,602	8,833	-2.62
6/10 Whole	0	2,987	-100.00	0	2,987	-100.00	6,210	7,028	-11.63
6/10 Wedged	0	0	0.00	0	0	0.00	38,427	60,335	-36.31
2.25 Sliced	92,895	36,697	153.14	194,843	93,917	107.46	324,715	237,366	36.80
4.25 Chopped	37,744	15,334	146.15	68,546	19,047	259.88	103,046	214,089	-51.87

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	4,590,461
Converted Storage	1,474,307
Approximate Supply*	6,064,768

Storage Report
Month Ending September 30, 2010

Whole Canning Sizes	
Size	Tons
Small	2,187
Medium	106
Large	131
Ex. Large	272
Ex.Large Sev. "C"	115
Jumbo	266
Colossal	106
Super Colossal	8
Orchard Run	0
Total Canning	3,190
Limited	6,321
Total	9,512
Total Converted (*155)	1,474,307

Packout - Month Ending September 30, 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	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	2,987	0	0					2,987
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	134,795	3,394				138,189	136,767
Medium	2,437	258,637	4,163				265,237	266,244
Large	3,429	162,000	5,399				170,828	172,437
Ex. Large	624	135,491	0				136,115	136,819
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	4,824	0				4,824	4,824
Colossal	0	357	0				357	357
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	5,121	0				5,121	5,121
Total	6,490	701,225	12,956				720,671	
Conv. Total	13,817	701,225	7,527					722,570
Prior Year	10,315	399,527	0					409,842
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	85,042	12,127	125,704	0	226,574		449,447	412,049
Chopped	831	0	0	48,702	0		49,533	40,930
Total	85,873	12,127	125,704	48,702	226,574		498,980	
Conv. Total	222,169	14,189	85,982	37,744	92,895			452,979
Prior Year	121,976	0	18,857	15,334	36,697			192,864
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	7,348						7,348

Converted Total 1,175,548

*Conversion factor changed as of December 2008.

Consumer	939,562
Food Service	235,986

Cumulative Packout - Month Ending September 30, 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	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	2,987	0	0					2,987
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	217,510	3,394				220,904	219,482
Medium	6,896	456,908	4,163				467,967	474,008
Large	3,429	307,304	5,399				316,132	317,741
Ex. Large	1,980	257,541	0				259,521	261,756
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	4,824	0				4,824	4,824
Colossal	0	357	0				357	357
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	9,892	0				9,892	9,892
Total	12,305	1,254,336	12,956				1,279,597	
Conv. Total	26,197	1,254,336	7,527					1,288,061
Prior Year	10,315	406,839	0					417,154
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	189,977	26,473	236,036	0	475,226		927,712	876,455
Chopped	831	0	0	88,446	0		89,277	71,732
Total	190,808	26,473	236,036	88,446	475,226		1,016,989	
Conv. Total	492,377	30,973	161,449	68,546	194,843			948,187
Prior Year	303,532	13,086	64,890	19,047	93,917			494,472
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	7,348						7,348

Converted Total 2,236,248

*Conversion factor changed as of December 2008.

Consumer	1,717,674
Food Service	518,574

Inventory - Month Ending September 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	3,507	0				3,507	3,507
Large	0	2,731	0				2,731	2,731
Ex. Large	896	263	0				1,159	2,171
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,552	93	0				1,645	3,397
Colossal	469	1,668	0				2,137	2,667
Super Colossal	0	238	0				238	238
Green Ripe Whole	0	0	0				0	0
Total	2,917	8,602	0				11,519	
Conv. Total	6,210	8,602	0					14,812
Prior Year	7,028	8,833	0					15,861
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,761	312,226	4,806				318,793	318,767
Medium	42,949	767,835	19,054				829,838	870,344
Large	7,568	477,544	10,246				495,358	499,609
Ex. Large	14,950	487,259	0				502,209	519,088
Ex. Large Sev "C"	0	46	0				46	46
Jumbo	10,279	205,550	0				215,829	227,434
Colossal	2,883	81,999	0				84,882	88,137
Sup. Colossal	1,285	57,971	0				59,256	60,707
Green Ripe Whole	0	84,633	0				84,633	84,633
Total	81,675	2,475,063	34,106				2,590,844	
Conv. Total	173,886	2,475,063	19,816					2,668,765
Prior Year	261,999	3,056,989	26,996					3,345,984
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	14,923	0	0	0	6,855		21,778	41,237
Sliced	418,429	48,947	364,419	0	791,987		1,623,782	1,708,700
Chopped	7,676	1,247	6,804	132,962	0		148,689	143,775
Total	441,028	50,194	371,223	132,962	798,842		1,794,249	
Conv. Total	1,145,311	60,198	257,632	103,046	327,525			1,893,712
Prior Year	905,145	58,448	226,712	214,089	239,566			1,643,960
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	13,161					13,166	13,172
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	13,161					13,166	
Conv. Total	11	13,161						13,172
Prior Year	255	14,840						15,095

Converted Total 4,590,461

*Conversion factor changed as of December 2008.

Consumer	3,265,042
Food Service	1,325,418

Sales - Month Ending September 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	748	0				748	748
Large	0	442	0				442	442
Ex. Large	0	408	0				408	408
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	129	0	0				129	275
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	129	1,598	0				1,727	
Conv. Total	275	1,598	0					1,873
Prior Year	387	434	0					821
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	249	54,534	600				55,383	55,413
Medium	9,230	231,796	1,462				242,488	252,296
Large	1,885	270,272	2,156				274,313	275,538
Ex. Large	3,842	90,413	0				94,255	98,593
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,477	29,290	0				30,767	32,435
Colossal	398	5,743	0				6,141	6,590
Sup. Colossal	0	316	0				316	316
Green Ripe Whole	0	7,167	0				7,167	7,167
Total	17,081	689,531	4,218				710,830	
Conv. Total	36,365	689,531	2,451					728,347
Prior Year	47,809	679,066	1,887					728,762
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	866	0	0	0	400		1,266	2,394
Sliced	85,213	11,971	82,060	0	195,407		374,651	369,675
Chopped	1,237	340	0	36,105	0		37,682	33,523
Total	87,316	12,311	82,060	36,105	195,807		413,599	
Conv. Total	226,396	14,805	56,129	27,981	80,281			405,592
Prior Year	235,236	10,275	63,107	26,972	83,510			419,100
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	698					698	698
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	698					698	
Conv. Total	0	698						698
Prior Year	51	3,349						3,400

Converted Total 1,136,510

Consumer 873,474
Food Service 263,036

Cumulative Sales - Month Ending September 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	748	0				748	748
Large	0	587	0				587	587
Ex. Large	0	408	0				408	408
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	137	0	0				137	292
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	137	1,743	0				1,880	
Conv. Total	292	1,743	0					2,035
Prior Year	911	2,311	0					3,222
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	496	107,832	1,100				109,428	109,527
Medium	18,481	414,983	2,877				436,341	456,001
Large	3,923	494,928	3,508				502,359	505,318
Ex. Large	7,874	172,446	0				180,320	189,210
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,560	52,362	0				54,922	57,812
Colossal	661	11,332	0				11,993	12,739
Sup. Colossal	0	520	0				520	520
Green Ripe Whole	0	11,852	0				11,852	11,852
Total	33,995	1,266,255	7,485				1,307,735	
Conv. Total	72,375	1,266,255	4,349					1,342,979
Prior Year	87,523	1,259,052	3,817					1,350,392
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,698	0	0	0	1,000		2,698	4,782
Sliced	169,110	23,576	155,241	0	366,848		714,775	719,635
Chopped	1,468	340	0	66,104	0		67,912	57,658
Total	172,276	23,916	155,241	66,104	367,848		785,385	
Conv. Total	445,459	28,383	106,185	51,231	150,818			782,075
Prior Year	451,931	17,785	124,769	55,847	169,180			819,512
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	936					936	936
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	936					936	
Conv. Total	0	936						936
Prior Year	68	6,429						6,497

Converted Total 2,128,025

Consumer 1,609,899
 Food Service 518,126

Consecutive Sales - 12 Months Month Ending September 30, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,068	0				1,068	1,068
Large	0	5,798	0				5,798	5,798
Ex. Large	0	918	0				918	918
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,236	2,194	0				4,430	6,954
Colossal	144	1,608	0				1,752	1,915
Super Colossal	0	323	0				323	323
Green Ripe Whole	0	0	0				0	0
Total	2,380	11,909	0				14,289	
Conv. Total	5,067	11,909	0					16,976
Prior Year	6,370	10,394	0					16,764
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,343	731,650	7,027				742,020	742,850
Medium	112,214	2,337,807	16,102				2,466,123	2,586,066
Large	35,277	3,164,196	18,567				3,218,040	3,250,088
Ex. Large	33,401	1,091,961	0				1,125,362	1,163,072
Ex. Large Sev "C"	2,296	0	0				2,296	4,888
Jumbo	18,147	383,055	0				401,202	421,690
Colossal	5,599	78,466	0				84,065	90,386
Sup. Colossal	0	11,692	0				11,692	11,692
Green Ripe Whole	0	78,122	0				78,122	78,122
Total	210,277	7,876,949	41,696				8,128,922	
Conv. Total	447,680	7,876,949	24,225					8,348,854
Prior Year	570,338	7,834,082	27,501					8,431,921
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	12,307	0	0	0	5,600		17,907	33,987
Sliced	1,017,873	103,311	956,476	0	2,234,680		4,312,340	4,312,345
Chopped	6,505	340	1,318	427,997	0		436,160	359,058
Total	1,036,685	103,651	957,794	427,997	2,240,280		4,766,407	
Conv. Total	2,677,654	121,673	655,851	331,698	918,515			4,705,390
Prior Year	2,743,581	116,803	696,020	339,275	933,205			4,828,884
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	115	23,834					23,949	24,079
Bkn. Pitted Green Ripe	0	0					0	0
Total	115	23,834					23,949	
Conv. Total	245	23,834						24,079
Prior Year	358	51,564						51,922

Converted Total 13,095,299

Consumer 9,964,653
Food Service 3,130,645