



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 October 31, 2010 Released: November 3, 2010

Frequency: Monthly

Summary Report - Sales
Month Ending October 31, 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	1,343,686	1,417,356	-5.20	3,471,710	3,596,979	-3.48	13,021,628	13,404,104	-2.85
Markets									
Consumer	1,095,862	1,129,898	-3.01	2,705,761	2,769,088	-2.29	9,930,618	10,077,144	-1.45
Food Service	247,823	287,458	-13.79	765,949	827,891	-7.48	3,091,011	3,326,960	-7.09
Styles									
Whole	2,660	1,828	45.52	4,695	5,050	-7.03	17,809	16,620	7.15
Pitted	950,691	990,518	-4.02	2,293,670	2,340,910	-2.02	8,309,027	8,489,901	-2.13
Wedged	2,334	3,194	-26.92	7,117	8,633	-17.56	33,126	40,577	-18.36
Sliced	356,003	384,442	-7.40	1,075,638	1,139,116	-5.57	4,283,906	4,420,897	-3.10
Chopped	31,774	34,586	-8.13	89,432	93,985	-4.84	356,246	388,443	-8.29
Broken Pitted	223	2,788	-92.00	1,159	9,285	-87.52	21,514	47,667	-54.87
Key Items									
24/300 Pitted	912,083	952,325	-4.23	2,178,338	2,211,377	-1.49	7,836,707	7,912,066	-0.95
6/10 Pitted	37,062	36,078	2.73	109,437	123,601	-11.46	448,663	551,867	-18.70
6/10 Sliced	207,267	246,894	-16.05	642,725	691,109	-7.00	2,581,396	2,696,836	-4.28
24/300 Whole	2,262	1,225	84.65	4,005	3,536	13.26	12,946	10,197	26.96
6/10 Whole	398	603	-33.98	690	1,514	-54.44	4,863	6,423	-24.29
6/10 Wedged	2,088	2,948	-29.16	6,461	7,895	-18.17	30,830	37,871	-18.59
2.25 Sliced	82,906	75,287	10.12	233,313	243,975	-4.37	923,837	927,770	-0.42
4.25 Chopped	30,766	33,651	-8.57	81,997	89,497	-8.38	328,813	345,393	-4.80

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Summary Report - Packout and Inventory
Month Ending October 31, 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	1,393,555	1,262,021	10.42	3,629,803	2,183,983	66.20	4,655,834	4,809,042	-3.19
Markets									
Consumer	1,232,253	1,124,925	9.54	2,949,927	1,730,053	70.51	3,416,127	3,797,518	-10.04
Food Service	161,302	137,096	17.66	679,877	453,930	49.78	1,239,707	1,011,524	22.56
Styles									
Whole	3,561	1,245	186.02	3,561	4,232	-15.86	15,704	13,977	12.36
Pitted	1,124,430	989,080	13.68	2,412,491	1,406,234	71.56	2,853,331	3,307,995	-13.74
Wedged	0	0	0.00	0	0	0.00	38,712	59,229	-34.64
Sliced	217,358	260,920	-16.70	1,093,814	734,060	49.01	1,575,050	1,178,562	33.64
Chopped	48,205	10,776	347.34	119,937	32,109	273.53	160,089	236,777	-32.39
Broken Pitted	0	0	0.00	0	7,348	-100.00	12,947	12,502	3.56
Key Items									
24/300 Pitted	1,080,011	980,860	10.11	2,334,347	1,387,699	68.22	2,655,371	3,049,393	-12.92
6/10 Pitted	44,419	5,548	700.64	70,617	15,863	345.17	179,737	231,054	-22.21
6/10 Sliced	114,958	130,303	-11.78	604,149	431,549	40.00	987,631	683,578	44.48
24/300 Whole	3,561	0	0.00	3,561	0	0.00	9,892	7,607	30.04
6/10 Whole	0	1,245	-100.00	0	4,232	-100.00	5,812	6,370	-8.76
6/10 Wedged	0	0	0.00	0	0	0.00	36,148	57,276	-36.89
2.25 Sliced	71,697	84,113	-14.76	266,540	178,030	49.72	314,210	240,760	30.51
4.25 Chopped	46,281	10,776	329.48	114,826	29,824	285.01	118,421	191,102	-38.03

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	4,655,834
Converted Storage	10,426,672
Approximate Supply*	15,082,506

Storage Report
Month Ending October 31, 2010

Whole Canning Sizes	
Size	Tons
Small	16,343
Medium	9,721
Large	10,080
Ex. Large	5,156
Ex.Large Sev. "C"	1,580
Jumbo	3,358
Colossal	1,973
Super Colossal	252
Orchard Run	0
Total Canning	48,463
Limited	18,806
Total	67,269
Total Converted (*155)	10,426,672

Packout - Month Ending October 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	0	0				0	0
Ex. Large	0	3,561	0				3,561	3,561
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	3,561	0				3,561	
Conv. Total	0	3,561	0					3,561
Prior Year	1,245	0	0					1,245
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	9,373	0				9,373	9,373
Medium	14,964	377,400	0				392,364	409,258
Large	1,983	353,818	0				355,801	358,040
Ex. Large	3,917	311,400	0				315,317	319,739
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	28,020	0				28,020	28,020
Total	20,864	1,080,011	0				1,100,875	
Conv. Total	44,419	1,080,011	0					1,124,430
Prior Year	5,548	980,860	2,671					989,079
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	44,644	603	43,856	0	174,871		263,974	217,358
Chopped	502	0	0	59,717	0		60,219	48,205
Total	45,146	603	43,856	59,717	174,871		324,193	
Conv. Total	116,883	706	29,998	46,281	71,697			265,564
Prior Year	130,303	0	46,504	10,776	84,113			271,696
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	0						0

Converted Total 1,393,555

*Conversion factor changed as of December 2008.

Consumer 1,232,253
Food Service 161,302

Cumulative Packout - Month Ending October 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	0	0				0	0
Ex. Large	0	3,561	0				3,561	3,561
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	3,561	0				3,561	
Conv. Total	0	3,561	0					3,561
Prior Year	4,232	0	0					4,232
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	226,883	3,394				230,277	228,855
Medium	21,860	834,308	4,163				860,331	883,267
Large	5,412	661,122	5,399				671,933	675,781
Ex. Large	5,897	568,941	0				574,838	581,496
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	37,912	0				37,912	37,912
Total	33,169	2,334,347	12,956				2,380,472	
Conv. Total	70,617	2,334,347	7,527					2,412,491
Prior Year	15,863	1,387,699	2,671					1,406,233
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	234,621	27,076	279,892	0	650,097		1,191,686	1,093,814
Chopped	1,333	0	0	148,163	0		149,496	119,937
Total	235,954	27,076	279,892	148,163	650,097		1,341,182	
Conv. Total	609,260	31,679	191,446	114,826	266,540			1,213,751
Prior Year	433,834	13,086	111,394	29,824	178,030			766,168
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 3,629,803

*Conversion factor changed as of December 2008.

Consumer	2,949,927
Food Service	679,877

Inventory - Month Ending October 31, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,111	0				2,111	2,111
Large	0	2,782	0				2,782	2,782
Ex. Large	896	3,108	0				4,004	5,016
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,365	93	0				1,458	2,999
Colossal	469	1,518	0				1,987	2,517
Super Colossal	0	178	0				178	178
Green Ripe Whole	0	0	0				0	0
Total	2,730	9,892	0				12,622	
Conv. Total	5,812	9,892	0					15,704
Prior Year	6,370	7,607	0					13,977
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,668	278,483	4,105				284,256	284,419
Medium	47,441	853,498	17,985				918,924	964,949
Large	7,315	613,758	9,276				630,349	634,721
Ex. Large	15,222	494,267	0				509,489	526,675
Ex. Large Sev "C"	0	46	0				46	46
Jumbo	8,928	160,480	0				169,408	179,488
Colossal	2,564	79,353	0				81,917	84,812
Sup. Colossal	1,285	48,078	0				49,363	50,814
Green Ripe Whole	0	127,408	0				127,408	127,408
Total	84,423	2,655,371	31,366				2,771,160	
Conv. Total	179,737	2,655,371	18,224					2,853,331
Prior Year	231,054	3,049,393	27,548					3,307,995
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	14,038	0	0	0	6,255		20,293	38,712
Sliced	383,546	39,394	332,044	0	766,367		1,521,351	1,575,050
Chopped	7,921	1,247	6,804	152,801	0		168,773	160,089
Total	405,505	40,641	338,848	152,801	772,622		1,710,417	
Conv. Total	1,054,148	49,021	235,487	118,421	316,775			1,773,852
Prior Year	773,845	50,371	216,536	191,102	242,714			1,474,568
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	12,936					12,941	12,947
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	12,936					12,941	
Conv. Total	11	12,936						12,947
Prior Year	255	12,247						12,502

Converted Total 4,655,834

*Conversion factor changed as of December 2008.

Consumer	3,416,127
Food Service	1,239,707

Sales - Month Ending October 31, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,391	0				1,391	1,391
Large	0	661	0				661	661
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	187	0	0				187	398
Colossal	0	150	0				150	150
Super Colossal	0	60	0				60	60
Green Ripe Whole	0	0	0				0	0
Total	187	2,262	0				2,449	
Conv. Total	398	2,262	0					2,660
Prior Year	603	1,225	0					1,828
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	227	79,765	700				80,692	80,655
Medium	9,900	283,870	993				294,763	305,524
Large	1,994	392,713	968				395,675	397,521
Ex. Large	3,740	93,189	0				96,929	101,151
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,226	47,098	0				48,324	49,708
Colossal	321	6,004	0				6,325	6,687
Sup. Colossal	0	3,629	0				3,629	3,629
Green Ripe Whole	0	5,815	0				5,815	5,815
Total	17,408	912,083	2,661				932,152	
Conv. Total	37,062	912,083	1,546					950,691
Prior Year	36,078	952,325	2,115					990,518
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	811	0	0	0	600		1,411	2,334
Sliced	80,492	9,947	79,229	0	202,209		371,877	356,003
Chopped	263	0	0	39,698	0		39,961	31,774
Total	81,566	9,947	79,229	39,698	202,809		413,249	
Conv. Total	210,364	11,638	54,193	30,766	83,152			390,112
Prior Year	250,777	8,356	53,905	33,651	75,533			422,222
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	223					223	223
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	223					223	
Conv. Total	0	223						223
Prior Year	0	2,788						2,788

Converted Total 1,343,686

Consumer 1,095,862
Food Service 247,823

Cumulative Sales - Month Ending October 31, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	2,139	0				2,139	2,139
Large	0	1,248	0				1,248	1,248
Ex. Large	0	408	0				408	408
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	324	0	0				324	690
Colossal	0	150	0				150	150
Super Colossal	0	60	0				60	60
Green Ripe Whole	0	0	0				0	0
Total	324	4,005	0				4,329	
Conv. Total	690	4,005	0					4,695
Prior Year	1,514	3,536	0					5,050
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	723	187,597	1,800				190,120	190,182
Medium	28,381	698,853	3,870				731,104	761,525
Large	5,917	887,641	4,476				898,034	902,839
Ex. Large	11,614	265,635	0				277,249	290,361
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	3,786	99,460	0				103,246	107,520
Colossal	982	17,336	0				18,318	19,427
Sup. Colossal	0	4,149	0				4,149	4,149
Green Ripe Whole	0	17,667	0				17,667	17,667
Total	51,403	2,178,338	10,146				2,239,887	
Conv. Total	109,437	2,178,338	5,895					2,293,670
Prior Year	123,601	2,211,377	5,932					2,340,910
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	2,509	0	0	0	1,600		4,109	7,117
Sliced	249,602	33,523	234,470	0	569,057		1,086,652	1,075,638
Chopped	1,731	340	0	105,802	0		107,873	89,432
Total	253,842	33,863	234,470	105,802	570,657		1,198,634	
Conv. Total	655,822	40,021	160,377	81,997	233,969			1,172,187
Prior Year	702,708	26,141	178,675	89,497	244,713			1,241,734
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	1,159					1,159	1,159
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	1,159					1,159	
Conv. Total	0	1,159						1,159
Prior Year	68	9,217						9,285

Converted Total 3,471,710

Consumer 2,705,761
Food Service 765,949

Consecutive Sales - 12 Months Month Ending October 31, 2010

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	2,459	0				2,459	2,459
Large	0	5,509	0				5,509	5,509
Ex. Large	0	918	0				918	918
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,196	2,072	0				4,268	6,747
Colossal	88	1,656	0				1,744	1,843
Super Colossal	0	332	0				332	332
Green Ripe Whole	0	0	0				0	0
Total	2,284	12,946	0				15,230	
Conv. Total	4,863	12,946	0					17,809
Prior Year	6,423	10,197	0					16,620
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,396	735,706	6,600				745,702	746,771
Medium	113,521	2,264,123	16,124				2,393,768	2,515,177
Large	35,546	3,196,657	17,993				3,250,196	3,282,788
Ex. Large	33,324	1,083,910	0				1,117,234	1,154,857
Ex. Large Sev "C"	2,296	0	0				2,296	4,888
Jumbo	17,154	390,912	0				408,066	427,433
Colossal	5,502	78,695	0				84,197	90,409
Sup. Colossal	0	13,195	0				13,195	13,195
Green Ripe Whole	0	73,509	0				73,509	73,509
Total	210,739	7,836,707	40,717				8,088,163	
Conv. Total	448,663	7,836,707	23,657					8,309,027
Prior Year	551,867	7,912,066	25,968					8,489,901
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	11,973	0	0	0	5,600		17,573	33,126
Sliced	1,002,484	106,116	956,896	0	2,253,262		4,318,758	4,283,906
Chopped	6,524	340	1,318	424,275	0		432,457	356,246
Total	1,020,981	106,456	958,214	424,275	2,258,862		4,768,788	
Conv. Total	2,637,240	124,955	656,138	328,813	926,133			4,673,279
Prior Year	2,768,346	114,763	690,938	345,393	930,476			4,849,916
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	115	21,269					21,384	21,514
Bkn. Pitted Green Ripe	0	0					0	0
Total	115	21,269					21,384	
Conv. Total	245	21,269						21,514
Prior Year	324	47,343						47,667

Converted Total 13,021,628

Consumer 9,930,618
Food Service 3,091,011