



2010 California Olive Probability Survey 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

Released: August 12, 2010 - 5:30 a.m. PDT

CALIFORNIA OLIVE FORECAST FOR 2010

The 2010 California olive crop forecast is 140,000 tons, up 202 percent from last year's crop of 46,300 tons. Bearing acreage is estimated at 33,000 for a yield of 4.24 tons per acre. Of the total production, an estimated 100,000 tons will be utilized for canning, and the remaining 40,000 tons are expected to be harvested for oil or specialty products.

The California olive crop outlook was looking positive. Growers were anticipating a good crop, especially welcome after the last two poor years. Cool weather experienced during the growing season set the bloom and crop development one to two weeks behind normal. Conditions during the critical blooming period were generally good. In the northern Sacramento Valley, freeze damage from the winter started to become more evident as the year progressed. The outlook for olives in southern growing areas was reported to be slightly better than for olives in the north.

The Manzanillo and Sevillano olive varieties are expected to produce 65 percent and 16 percent of the total olive crop, respectively. The remaining 19 percent is expected to come from all other varieties.

SURVEY SAMPLE

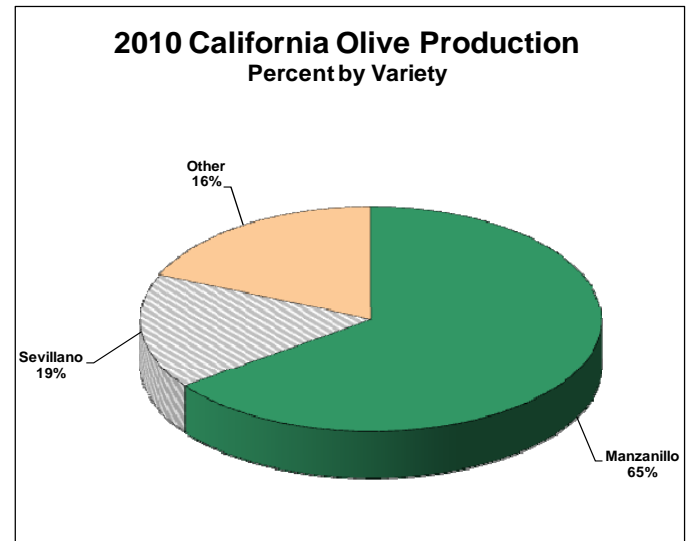
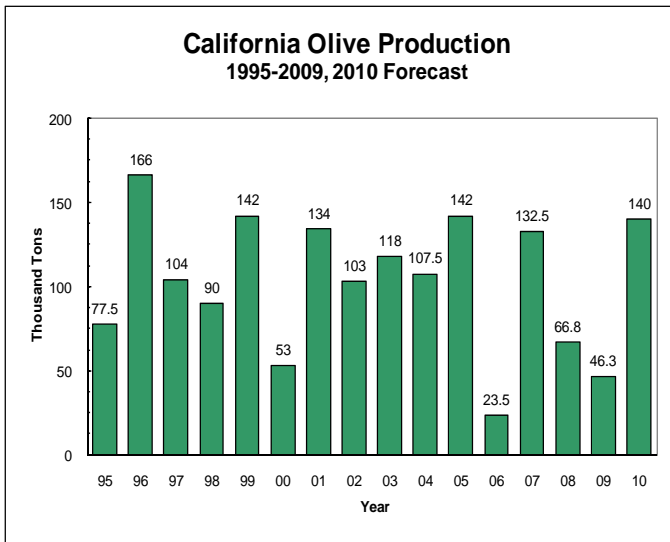
A total of 326 growers were sampled for the survey. Reports from 182 were used to establish this forecast. The sample is designed to provide a State estimate of all varieties; estimates by variety are less precise.

VARIETAL FORECAST

Growers were asked to estimate production by variety. The following table lists varietal level forecast based on survey data.

Variety	2009 Production	2010 Forecast	2010/2009
	Tons		Percent
Manzanillo	26,400	91,000	245
Sevillano	6,500	23,000	254
Other 1/	13,400	26,000	94
TOTAL	46,300	140,000	202

1/ Includes acreage and production for varieties that were or will be used for oil and other specialty products.



SURVEY METHODOLOGY

The USDA's NASS California Field Office designed the probability survey, developed a sampling procedure, and analyzed the data. The olive industry provided grower names and last year's tonnage.

VIC TOLOMEO, Director
KELLY KRUG – SARAH HOFFMAN, Deputy Directors
DOUG FLOHR – AARON COSGROVE
Statisticians – Estimates Group

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