



United States Department of Agriculture
National Agricultural Statistics Service



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: January 31, 2012 Released: March 13, 2012

Frequency: Monthly

Summary Report - Sales
Month Ending January 31, 2012
Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales 1/			Consecutive 12 Month Sales 1/		
	11/12	10/11	Percent Change	11/12	10/11	Percent Change	11/12	10/11	Percent Change
Total	912,511	860,166	6.09	7,331,109	6,835,100	7.26	13,568,669	12,978,887	4.54
Markets									
Consumer	608,403	616,790	-1.36	5,480,075	5,344,771	2.53	10,084,042	9,918,961	1.66
Food Service	304,107	243,377	24.95	1,851,034	1,490,330	24.20	3,484,627	3,059,926	13.88
Styles									
Whole	1,575	568	177.20	8,227	8,542	-3.69	13,563	17,715	-23.44
Pitted	489,708	500,980	-2.25	4,749,347	4,593,988	3.38	8,536,716	8,374,905	1.93
Wedged	1,789	1,465	22.13	15,512	13,241	17.15	30,321	31,519	-3.80
Sliced	388,853	327,700	18.66	2,391,896	2,043,344	17.06	4,638,943	4,201,928	10.40
Chopped	29,957	29,131	2.84	161,384	171,980	-6.16	330,487	340,715	-3.00
Broken Pitted	629	323	94.74	4,743	4,006	18.40	18,637	12,104	53.97
Key Items									
24/300 Pitted	447,793	467,681	-4.25	4,508,799	4,364,985	3.29	8,075,346	7,908,400	2.11
6/10 Pitted	40,185	32,082	25.26	229,210	217,824	5.23	434,689	443,552	-2.00
6/10 Sliced	260,438	209,129	24.53	1,595,169	1,248,169	27.80	2,990,108	2,560,323	16.79
24/300 Whole	1,170	459	154.90	6,379	6,947	-8.18	9,446	13,338	-29.18
6/10 Whole	405	109	271.11	1,848	1,595	15.86	4,117	4,377	-5.93
6/10 Wedged	1,707	1,383	23.44	14,528	12,175	19.33	28,353	29,141	-2.70
2.25 Sliced	70,980	60,390	17.54	417,077	416,309	0.18	858,053	870,303	-1.41
4.25 Chopped	28,584	28,456	0.45	150,155	160,614	-6.51	300,158	315,905	-4.98

1/ Revised historic data was used in calculating the cumulative and consecutive totals. Previously released publication totals reflect the original data submitted.

VIC TOLOMEO, Director
KELLY KRUG – SARAH HOFFMAN, Deputy Directors

DOUG FLOHR – BRIAN KUGEL
Statisticians – Estimates Group

Comments or questions should be directed to:

USDA, NASS, California Field Office
P.O. Box 1258, Sacramento, CA 95812
Phone: (916) 498-5161 – Fax: (916) 498-5186

Summary Report - Packout and Inventory
Month Ending January 31, 2012
Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	11/12	10/11	Percent Change	11/12	10/11	Percent Change	11/12	10/11	Percent Change
Total	1,047,656	1,021,339	2.58	7,642,047	7,595,249	0.62	7,723,326	5,264,635	46.70
Markets									
Consumer	686,432	713,147	-3.75	5,691,902	5,905,415	-3.62	5,644,203	3,743,185	50.79
Food Service	361,224	308,192	17.21	1,950,145	1,689,834	15.40	2,079,123	1,521,450	36.65
Styles									
Whole	2,566	0	0.00	7,771	5,164	50.48	20,554	13,460	52.71
Pitted	575,117	598,255	-3.87	4,871,985	4,982,715	-2.22	4,879,663	3,139,569	55.42
Wedged	23,492	0	0.00	25,539	0	0.00	27,348	32,582	-16.06
Sliced	415,181	377,571	9.96	2,511,344	2,368,956	6.01	2,455,216	1,874,935	30.95
Chopped	31,301	44,036	-28.92	219,333	232,224	-5.55	297,800	189,445	57.20
Broken Pitted	0	1,476	-100.00	6,075	6,190	-1.86	42,744	14,645	191.87
Key Items									
24/300 Pitted	550,698	590,906	-6.80	4,605,191	4,737,225	-2.79	4,490,562	2,887,321	55.53
6/10 Pitted	18,876	5,414	248.65	247,371	230,258	7.43	362,435	231,676	56.44
6/10 Sliced	312,690	292,767	6.81	1,668,335	1,441,802	15.71	1,649,700	1,215,297	35.74
24/300 Whole	2,566	0	0.00	7,771	5,164	50.48	16,439	8,553	92.20
6/10 Whole	0	0	0.00	0	0	0.00	4,115	4,907	-16.13
6/10 Wedged	21,159	0	0.00	23,206	0	0.00	24,833	30,591	-18.82
2.25 Sliced	21,065	37,600	-43.98	396,306	476,619	-16.85	424,895	339,190	25.27
4.25 Chopped	22,801	31,460	-27.52	208,099	211,883	-1.79	248,947	136,611	82.23

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	7,723,326
Converted Storage	8,398,416
Approximate Supply*	16,121,742

Storage Report
Month Ending January 31, 2012

Whole Canning Sizes	
Size	Tons
Small	14,185
Medium	3,513
Large	3,935
Ex. Large	3,150
Ex.Large Sev. "C"	897
Jumbo	1,426
Colossal	4,111
Super Colossal	863
Orchard Run	0
Total Canning	32,081
Limited	22,103
Total	54,183
Total Converted (*155)	8,398,416

Packout - Month Ending January 31, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	475	0				475	475
Large	0	1,482	0				1,482	1,482
Ex. Large	0	609	0				609	609
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	2,566	0				2,566	
Conv. Total	0	2,566	0					2,566
Prior Year	0	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	22,633	0				22,633	22,633
Medium	7,241	144,474	6,111				157,826	163,441
Large	0	63,015	3,430				66,445	65,008
Ex. Large	1,625	282,307	0				283,932	285,767
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	38,269	0				38,269	38,269
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	8,866	550,698	9,541				569,105	
Conv. Total	18,876	550,698	5,543					575,117
Prior Year	5,414	590,906	1,935					598,255
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	8,217	0	0	0	5,690		13,907	23,492
Sliced	121,433	20,882	83,324	0	51,378		277,017	415,181
Chopped	2,217	0	0	29,421	0		31,638	31,301
Total	131,867	20,882	83,324	29,421	57,068		322,562	
Conv. Total	342,349	24,432	56,994	22,801	23,398			469,973
Prior Year	302,778	12,171	37,599	31,460	37,600			421,608
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	1,476						1,476

Converted Total 1,047,656

*Conversion factor changed as of December 2008.

Consumer	686,432
Food Service	361,224

Cumulative Packout - Month Ending January 31, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	475	0				475	475
Large	0	3,614	0				3,614	3,614
Ex. Large	0	1,635	0				1,635	1,635
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	1,328	0				1,328	1,328
Colossal	0	719	0				719	719
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	0	7,771	0				7,771	
Conv. Total	0	7,771	0					7,771
Prior Year	0	5,164	0					5,164
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	13,592	688,206	5,537				707,335	720,360
Medium	70,306	1,574,030	10,037				1,654,373	1,729,543
Large	19,878	869,672	17,857				907,407	922,367
Ex. Large	7,718	1,223,149	0				1,230,867	1,239,581
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,671	137,914	0				140,585	143,601
Colossal	2,026	6,865	0				8,891	11,178
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	105,355	0				105,355	105,355
Total	116,191	4,605,191	33,431				4,754,813	
Conv. Total	247,371	4,605,191	19,423					4,871,985
Prior Year	230,258	4,737,225	15,233					4,982,716
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,012	0	0	0	5,690		14,702	25,539
Sliced	647,897	82,663	511,677	0	966,601		2,208,838	2,511,344
Chopped	2,930	0	0	268,515	0		271,445	219,333
Total	659,839	82,663	511,677	268,515	972,291		2,494,985	
Conv. Total	1,702,774	96,716	349,987	208,099	398,639			2,756,216
Prior Year	1,459,576	107,652	345,449	211,883	476,619			2,601,179
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	6,075					6,075	6,075
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	6,075					6,075	
Conv. Total	0	6,075						6,075
Prior Year	0	6,190						6,190

Converted Total 7,642,047

*Conversion factor changed as of December 2008.

Consumer 5,691,902
Food Service 1,950,145

Inventory - Month Ending January 31, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	2,818	0				2,818	2,818
Large	0	7,392	0				7,392	7,392
Ex. Large	0	961	0				961	961
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,578	1,038	0				2,616	4,398
Colossal	355	2,373	0				2,728	3,129
Super Colossal	0	1,857	0				1,857	1,857
Green Ripe Whole	0	0	0				0	0
Total	1,933	16,439	0				18,372	
Conv. Total	4,115	16,439	0					20,554
Prior Year	4,907	8,553	0					13,460
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	19,337	462,310	6,351				487,998	507,168
Medium	67,431	1,498,403	20,078				1,585,912	1,653,629
Large	25,978	1,047,947	19,469				1,093,394	1,114,566
Ex. Large	25,858	729,516	0				755,374	784,568
Ex. Large Sev "C"	0	13,130	0				13,130	13,130
Jumbo	21,721	368,928	0				390,649	415,172
Colossal	5,340	141,074	0				146,414	152,443
Sup. Colossal	4,572	92,939	0				97,511	102,673
Green Ripe Whole	0	136,315	0				136,315	136,315
Total	170,237	4,490,562	45,898				4,706,697	
Conv. Total	362,435	4,490,562	26,667					4,879,663
Prior Year	231,676	2,887,321	20,572					3,139,569
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,644	0	0	0	6,133		15,777	27,348
Sliced	640,660	71,715	433,794	0	1,036,330		2,182,499	2,455,216
Chopped	9,919	1,099	6,700	321,222	0		338,940	297,800
Total	660,223	72,814	440,494	321,222	1,042,463		2,537,216	
Conv. Total	1,712,562	86,489	304,956	248,947	427,410			2,780,364
Prior Year	1,284,857	79,892	254,421	136,611	341,181			2,096,962
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	42,733					42,738	42,744
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	42,733					42,738	
Conv. Total	11	42,733						42,744
Prior Year	11	14,634						14,645

Converted Total 7,723,326

*Conversion factor changed as of December 2008.

Consumer 5,644,203
Food Service 2,079,123

Sales - Month Ending January 31, 2012

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	238	0				238	238
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	190	505	0				695	910
Colossal	0	427	0				427	427
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	190	1,170	0				1,360	
Conv. Total	405	1,170	0					1,575
Prior Year	109	459	0					568
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	251	44,736	100				45,087	45,328
Medium	9,861	132,613	2,007				144,481	154,773
Large	1,984	173,752	842				176,578	178,465
Ex. Large	5,147	53,062	0				58,209	64,020
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,091	31,738	0				32,829	34,061
Colossal	541	4,861	0				5,402	6,013
Sup. Colossal	0	1,042	0				1,042	1,042
Green Ripe Whole	0	5,989	29				6,018	6,006
Total	18,875	447,793	2,978				469,646	
Conv. Total	40,185	447,793	1,730					489,708
Prior Year	32,082	467,681	1,217					500,980
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	663	0	0	0	200		863	1,789
Sliced	101,141	9,391	67,906	0	173,121		351,559	388,853
Chopped	358	0	0	36,883	0		37,241	29,957
Total	102,162	9,391	67,906	36,883	173,321		389,663	
Conv. Total	263,518	10,987	46,448	28,584	71,062			420,599
Prior Year	211,186	14,763	43,418	28,456	60,472			358,295
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	629					629	629
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	629					629	
Conv. Total	0	629						629
Prior Year	0	323						323

Converted Total 912,511

Consumer 608,403
Food Service 304,107

Cumulative Sales - Month Ending January 31, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	340	0				340	340
Large	0	3,715	0				3,715	3,715
Ex. Large	0	816	0				816	816
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	868	709	0				1,577	2,557
Colossal	0	646	0				646	646
Super Colossal	0	153	0				153	153
Green Ripe Whole	0	0	0				0	0
Total	868	6,379	0				7,247	
Conv. Total	1,848	6,379	0					8,227
Prior Year	1,595	6,947	0					8,542
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,295	519,536	2,600				523,431	523,804
Medium	52,509	1,346,626	8,228				1,407,363	1,463,198
Large	11,711	1,678,870	8,657				1,699,238	1,708,832
Ex. Large	32,026	579,382	0				611,408	647,565
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	6,861	293,730	0				300,591	308,337
Colossal	3,259	40,981	0				44,240	47,919
Sup. Colossal	0	6,646	0				6,646	6,646
Green Ripe Whole	0	43,028	29				43,057	43,045
Total	107,661	4,508,799	19,514				4,635,974	
Conv. Total	229,210	4,508,799	11,338					4,749,347
Prior Year	217,824	4,364,985	11,179					4,593,988
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	5,642	0	0	0	2,400		8,042	15,512
Sliced	619,483	75,415	426,045	0	1,017,261		2,138,204	2,391,896
Chopped	2,681	395	17	193,749	0		196,842	161,384
Total	627,806	75,810	426,062	193,749	1,019,661		2,343,088	
Conv. Total	1,619,976	89,164	291,436	150,155	418,061			2,568,792
Prior Year	1,270,911	85,041	294,623	160,614	417,375			2,228,564
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	4,743					4,743	4,743
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	4,743					4,743	
Conv. Total	0	4,743						4,743
Prior Year	0	4,006						4,006

Converted Total 7,331,109

Consumer 5,480,075
Food Service 1,851,034

Consecutive Sales - 12 Months Month Ending January 31, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	816	0				816	816
Large	0	5,035	0				5,035	5,035
Ex. Large	0	816	0				816	816
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,822	1,165	0				2,987	5,044
Colossal	112	1,210	0				1,322	1,448
Super Colossal	0	404	0				404	404
Green Ripe Whole	0	0	0				0	0
Total	1,934	9,446	0				11,380	
Conv. Total	4,117	9,446	0					13,563
Prior Year	4,377	13,338	0					17,715
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,571	906,665	5,200				915,436	917,289
Medium	104,884	2,383,698	18,678				2,507,260	2,617,848
Large	23,919	3,042,019	22,017				3,087,955	3,105,734
Ex. Large	51,238	1,066,612	0				1,117,850	1,175,698
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	14,228	505,127	0				519,355	535,418
Colossal	6,335	74,053	0				80,388	87,540
Sup. Colossal	0	13,130	0				13,130	13,130
Green Ripe Whole	0	84,042	29				84,071	84,059
Total	204,175	8,075,346	45,924				8,325,445	
Conv. Total	434,689	8,075,346	26,682					8,536,716
Prior Year	443,552	7,908,400	22,954					8,374,906
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	11,011	0	0	0	4,800		15,811	30,321
Sliced	1,161,207	149,350	900,647	0	2,092,813		4,304,017	4,638,943
Chopped	7,136	1,223	78	387,300	0		395,737	330,487
Total	1,179,354	150,573	900,725	387,300	2,097,613		4,715,565	
Conv. Total	3,045,821	177,614	616,138	300,158	860,021			4,999,752
Prior Year	2,611,854	140,043	633,680	315,905	872,681			4,574,163
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	18,637					18,637	18,637
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	18,637					18,637	
Conv. Total	0	18,637						18,637
Prior Year	143	11,961						12,104

Converted Total 13,568,669

Consumer 10,084,042
Food Service 3,484,627