

California Monthly Olive Report



California Department of Food and Agriculture, California Agricultural Statistics Service

Cooperating with the USDA, National Agricultural Statistics Service, California Field Office

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, 2012 Released: November 16, 2012

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

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	12/13	11/12	Percent Change	12/13	11/12	Percent Change	12/13	11/12	Percent Change
Total	1,357,567	1,380,020	-1.63	3,436,381	3,677,153	-6.55	13,470,970	13,278,103	1.45
Markets									
Consumer	1,048,647	1,095,296	-4.26	2,563,367	2,715,141	-5.59	9,946,769	9,958,117	-0.11
Food Service	308,920	284,725	8.50	873,015	962,013	-9.25	3,524,201	3,319,986	6.15
Styles									
Whole	1,880	1,716	9.54	4,545	4,198	8.27	14,129	13,381	5.59
Pitted	913,493	969,206	-5.75	2,155,879	2,340,960	-7.91	8,359,276	8,428,648	-0.82
Wedged	2,039	2,422	-15.83	6,720	9,440	-28.82	26,668	30,373	-12.20
Sliced	406,541	381,364	6.60	1,179,153	1,245,582	-5.33	4,706,064	4,460,336	5.51
Chopped	30,572	24,479	24.89	84,524	75,172	12.44	344,019	326,822	5.26
Broken Pitted	3,043	833	265.31	5,561	1,802	208.60	20,814	18,543	12.25
Key Items									
24/300 Pitted	878,437	928,209	-5.36	2,055,099	2,212,350	-7.11	7,933,084	7,965,544	-0.41
6/10 Pitted	33,602	38,188	-12.01	96,031	122,151	-21.38	404,991	436,017	-7.12
6/10 Sliced	269,157	243,278	10.64	760,094	823,660	-7.72	3,059,213	2,824,044	8.33
24/300 Whole	1,588	1,452	9.37	3,883	3,263	19.00	10,365	9,272	11.79
6/10 Whole	292	264	10.48	662	935	-29.19	3,764	4,109	-8.39
6/10 Wedged	1,875	2,258	-16.98	6,252	8,948	-30.13	24,774	28,487	-13.03
2.25 Sliced	70,310	71,858	-2.15	213,323	219,660	-2.89	864,449	843,632	2.47
4.25 Chopped	25,800	22,814	13.09	73,320	67,904	7.98	309,515	296,524	4.38

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

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	12/13	11/12	Percent Change	12/13	11/12	Percent Change	12/13	11/12	Percent Change
Total	1,468,292	1,335,314	9.96	3,425,244	4,446,888	-22.97	8,408,464	8,210,985	2.41
Markets									
Consumer	1,271,044	1,149,154	10.61	2,572,264	3,571,883	-27.99	5,823,312	6,311,549	-7.74
Food Service	197,248	186,160	5.96	852,980	875,005	-2.52	2,585,153	1,899,436	36.10
Styles									
Whole	0	0	---	6,602	3,158	109.06	20,432	19,993	2.20
Pitted	999,222	997,165	0.21	2,166,388	3,159,822	-31.44	4,991,918	5,593,734	-10.76
Wedged	0	0	---	3,893	0	---	15,251	7,990	90.87
Sliced	444,033	310,559	42.98	1,178,568	1,162,683	1.37	3,025,837	2,260,597	33.85
Chopped	25,037	27,590	-9.25	69,792	121,224	-42.43	279,481	289,057	-3.31
Broken Pitted	0	0	---	0	0	---	75,547	39,614	90.71
Key Items									
24/300 Pitted	991,036	962,152	3.00	2,091,329	2,994,725	-30.17	4,688,123	5,193,364	-9.73
6/10 Pitted	8,186	25,838	-68.32	69,633	155,922	-55.34	284,300	378,960	-24.98
6/10 Sliced	187,954	160,322	17.24	778,345	716,350	8.65	2,265,248	1,474,254	53.65
24/300 Whole	0	0	---	6,602	3,158	109.06	16,770	14,956	12.13
6/10 Whole	0	0	---	0	0	---	3,662	5,037	-27.30
6/10 Wedged	0	0	---	3,893	0	---	14,142	7,316	93.30
2.25 Sliced	64,192	91,985	-30.21	173,781	265,269	-34.49	289,393	492,481	-41.24
4.25 Chopped	23,929	27,590	-13.27	68,684	118,491	-42.03	254,287	244,333	4.07

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	8,408,464
Converted Storage	8,030,104
Approximate Supply*	16,438,568

Storage Report
Month Ending October 31, 2012

Whole Canning Sizes	
Size	Tons
Small	6,794
Medium	9,418
Large	9,812
Ex. Large	15,070
Ex.Large Sev. "C"	203
Jumbo	1,091
Colossal	1,060
Super Colossal	932
Orchard Run	0
Total Canning	44,379
Limited	7,428
Total	51,807
Total Converted (*155)	8,030,104

Packout - Month Ending October 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	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	0	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	3,677	0				3,677	3,677
Medium	3,845	212,479	0				216,324	220,665
Large	0	419,090	0				419,090	419,090
Ex. Large	0	283,490	0				283,490	283,490
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	72,300	0				72,300	72,300
Total	3,845	991,036	0				994,881	
Conv. Total	8,186	991,036	0					999,222
Prior Year	25,838	962,152	9,176					997,166
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	72,992	20,221	245,947	0	156,567		495,727	444,033
Chopped	289	0	0	30,876	0		31,165	25,037
Total	73,281	20,221	245,947	30,876	156,567		526,892	
Conv. Total	189,062	23,659	168,228	23,929	64,192			469,070
Prior Year	160,322	21,754	36,498	27,590	91,985			338,149
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 1,468,292

*Conversion factor changed as of December 2008.

Consumer 1,271,044
Food Service 197,248

Cumulative Packout - Month Ending October 31, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,840	0				1,840	1,840
Large	0	3,610	0				3,610	3,610
Ex. Large	0	1,152	0				1,152	1,152
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	6,602	0				6,602	
Conv. Total	0	6,602	0					6,602
Prior Year	0	3,158	0					3,158
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	121,086	0				121,086	121,086
Medium	20,828	569,915	0				590,743	614,258
Large	7,390	795,836	9,339				812,565	816,995
Ex. Large	4,489	532,192	0				536,681	541,749
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	72,300	0				72,300	72,300
Total	32,707	2,091,329	9,339				2,133,375	
Conv. Total	69,633	2,091,329	5,426					2,166,388
Prior Year	155,922	2,994,725	9,176					3,159,823
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,512	0	0	0	0		1,512	3,893
Sliced	302,270	23,443	290,956	0	423,855		1,040,524	1,178,568
Chopped	289	0	0	88,625	0		88,914	69,792
Total	304,071	23,443	290,956	88,625	423,855		1,130,950	
Conv. Total	783,347	27,428	199,014	68,684	173,781			1,252,254
Prior Year	719,083	36,522	144,543	118,491	265,269			1,283,908
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 3,425,244

*Conversion factor changed as of December 2008.

Consumer 2,572,264
Food Service 852,980

Inventory - Month Ending October 31, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	1,900	0				1,900	1,900
Large	0	7,571	0				7,571	7,571
Ex. Large	0	1,701	0				1,701	1,701
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,461	1,973	0				3,434	5,083
Colossal	259	2,315	0				2,574	2,866
Super Colossal	0	1,208	0				1,208	1,208
Green Ripe Whole	0	0	0				0	0
Total	1,720	16,770	0				18,490	
Conv. Total	3,662	16,770	0					20,432
Prior Year	5,037	14,956	0					19,993
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	15,137	887,228	2,094				904,459	920,671
Medium	40,647	847,411	15,543				903,601	942,979
Large	16,815	1,147,964	15,917				1,180,696	1,193,011
Ex. Large	36,296	763,849	0				800,145	841,123
Ex. Large Sev "C"	0	23,898	0				23,898	23,898
Jumbo	18,968	438,832	0				457,800	479,215
Colossal	3,603	242,385	0				245,988	250,056
Sup. Colossal	2,071	85,040	0				87,111	89,449
Green Ripe Whole	0	251,516	0				251,516	251,516
Total	133,537	4,688,123	33,554				4,855,214	
Conv. Total	284,300	4,688,123	19,495					4,991,918
Prior Year	378,960	5,193,364	21,410					5,593,734
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	5,492	0	0	0	2,704		8,196	15,251
Sliced	879,708	156,568	421,069	0	705,836		2,163,181	3,025,837
Chopped	4,640	17	5,987	328,112	0		338,756	279,481
Total	889,840	156,585	427,056	328,112	708,540		2,510,133	
Conv. Total	2,297,180	183,225	295,375	254,287	290,501			3,320,568
Prior Year	1,515,428	66,954	237,774	244,333	493,155			2,557,644
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	75,536					75,541	75,547
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	75,536					75,541	
Conv. Total	11	75,536						75,547
Prior Year	11	39,603						39,614

Converted Total 8,408,464

*Conversion factor changed as of December 2008.

Consumer 5,823,312
Food Service 2,585,153

Sales - Month Ending October 31, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	204	0				204	204
Large	0	1,301	0				1,301	1,301
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	137	0	0				137	292
Colossal	0	15	0				15	15
Super Colossal	0	68	0				68	68
Green Ripe Whole	0	0	0				0	0
Total	137	1,588	0				1,725	
Conv. Total	292	1,588	0					1,880
Prior Year	264	1,452	0					1,716
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	958	91,218	400				92,576	93,490
Medium	9,134	242,815	1,084				253,033	262,891
Large	1,782	365,183	1,018				367,983	369,568
Ex. Large	2,371	93,904	0				96,275	98,952
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	955	59,892	0				60,847	61,925
Colossal	583	6,250	0				6,833	7,491
Sup. Colossal	0	722	0				722	722
Green Ripe Whole	0	18,453	0				18,453	18,453
Total	15,783	878,437	2,502				896,722	
Conv. Total	33,602	878,437	1,454					913,493
Prior Year	38,188	928,209	2,809					969,206
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	728	0	0	0	400		1,128	2,039
Sliced	104,527	13,090	75,671	0	171,487		364,775	406,541
Chopped	1,042	246	162	33,290	0		34,740	30,572
Total	106,297	13,336	75,833	33,290	171,887		400,643	
Conv. Total	275,027	15,893	51,958	25,800	70,474			439,152
Prior Year	246,273	17,666	49,489	22,814	72,022			408,264
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	3,043					3,043	3,043
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	3,043					3,043	
Conv. Total	0	3,043						3,043
Prior Year	0	833						833

Converted Total 1,357,567

Consumer 1,048,647
Food Service 308,920

Cumulative Sales - Month Ending October 31, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	408	0				408	408
Large	0	2,593	0				2,593	2,593
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	311	408	0				719	1,070
Colossal	0	219	0				219	219
Super Colossal	0	153	0				153	153
Green Ripe Whole	0	0	0				0	0
Total	311	3,883	0				4,194	
Conv. Total	662	3,883	0					4,545
Prior Year	935	3,263	0					4,198
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,908	279,248	1,300				282,456	284,065
Medium	24,697	550,252	3,322				578,271	604,762
Large	5,392	783,870	3,552				792,814	797,413
Ex. Large	8,450	251,607	0				260,057	269,597
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	3,291	131,142	0				134,433	138,149
Colossal	1,368	18,204	0				19,572	21,116
Sup. Colossal	0	3,192	0				3,192	3,192
Green Ripe Whole	0	37,584	0				37,584	37,584
Total	45,106	2,055,099	8,174				2,108,379	
Conv. Total	96,031	2,055,099	4,749					2,155,879
Prior Year	122,151	2,212,350	6,458					2,340,959
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	2,428	0	0	0	1,140		3,568	6,720
Sliced	295,182	41,007	230,641	0	520,299		1,087,129	1,179,153
Chopped	2,602	246	528	94,607	0		97,983	84,524
Total	300,212	41,253	231,169	94,607	521,439		1,188,680	
Conv. Total	776,322	48,556	158,408	73,320	213,790			1,270,396
Prior Year	838,927	48,670	154,541	67,904	220,152			1,330,194
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	5,561					5,561	5,561
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	5,561					5,561	
Conv. Total	0	5,561						5,561
Prior Year	0	1,802						1,802

Converted Total 3,436,381

Consumer 2,563,367
Food Service 873,015

Consecutive Sales - 12 Months Month Ending October 31, 2012

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	748	0				748	748
Large	0	5,390	0				5,390	5,390
Ex. Large	0	918	0				918	918
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,768	1,525	0				3,293	5,289
Colossal	0	1,288	0				1,288	1,288
Super Colossal	0	394	0				394	394
Green Ripe Whole	0	0	0				0	0
Total	1,768	10,365	0				12,133	
Conv. Total	3,764	10,365	0					14,129
Prior Year	4,109	9,272	0					13,381
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	4,765	981,233	4,500				990,498	993,992
Medium	98,183	2,210,695	16,865				2,325,743	2,429,525
Large	21,954	2,955,112	15,096				2,992,162	3,010,623
Ex. Large	45,664	1,031,702	0				1,077,366	1,128,921
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	13,473	541,061	0				554,534	569,745
Colossal	6,187	81,949	0				88,136	95,121
Sup. Colossal	0	13,105	0				13,105	13,105
Green Ripe Whole	0	118,227	29				118,256	118,244
Total	190,226	7,933,084	36,490				8,159,800	
Conv. Total	404,991	7,933,084	21,201					8,359,276
Prior Year	436,017	7,965,544	27,087					8,428,648
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,621	0	0	0	4,620		14,241	26,668
Sliced	1,188,044	146,778	892,795	0	2,108,412		4,336,029	4,706,064
Chopped	8,205	926	707	399,374	0		409,212	344,019
Total	1,205,870	147,704	893,502	399,374	2,113,032		4,759,482	
Conv. Total	3,115,445	173,906	611,541	309,515	866,343			5,076,751
Prior Year	2,879,860	182,140	613,489	296,524	845,518			4,817,531
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	20,814					20,814	20,814
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	20,814					20,814	
Conv. Total	0	20,814						20,814
Prior Year	0	18,543						18,543

Converted Total 13,470,970

Consumer 9,946,769
Food Service 3,524,201