



# California Monthly Olive Report



## California Department of Food and Agriculture

Cooperating with the USDA, National Agricultural Statistics Service, Pacific Regional Office-California

Pacific Regional Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · (855) 270-2722 Fax · [www.nass.usda.gov/ca](http://www.nass.usda.gov/ca)

Month Ending: November 30, 2013 Released: January 6, 2014

### Summary Report - Sales Month Ending November 30, 2013 Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	13/14	12/13	Percent Change	13/14	12/13	Percent Change	13/14	12/13	Percent Change
Total	1,417,858	1,507,775	-5.96	4,767,956	4,944,156	-3.56	13,052,912	13,459,584	-3.02
<b>Markets</b>									
Consumer	1,167,183	1,268,357	-7.98	3,681,189	3,831,724	-3.93	9,715,554	9,981,997	-2.67
Food Service	250,675	239,418	4.70	1,086,767	1,112,432	-2.31	3,337,358	3,477,587	-4.03
<b>Styles</b>									
Whole	957	2,167	-55.84	5,987	6,712	-10.80	11,700	15,674	-25.35
Pitted	1,012,036	1,117,316	-9.42	3,103,773	3,273,195	-5.18	8,066,263	8,377,749	-3.72
Wedged	2,018	1,809	11.55	8,221	8,529	-3.61	24,327	26,555	-8.39
Sliced	371,654	352,409	5.46	1,538,733	1,531,562	0.47	4,608,789	4,671,438	-1.34
Chopped	27,333	30,995	-11.81	100,032	115,519	-13.41	315,702	346,161	-8.80
Broken Pitted	3,860	3,079	25.37	11,210	8,640	29.75	26,131	22,006	18.74
<b>Key Items</b>									
24/300 Pitted	979,081	1,082,976	-9.59	2,977,008	3,138,075	-5.13	7,662,904	7,952,430	-3.64
6/10 Pitted	30,934	31,550	-1.95	120,380	127,580	-5.64	382,462	402,990	-5.09
6/10 Sliced	217,268	204,934	6.02	948,499	965,028	-1.71	2,905,452	3,015,315	-3.64
24/300 Whole	808	1,596	-49.37	4,999	5,479	-8.76	8,894	11,578	-23.18
6/10 Whole	149	571	-73.90	988	1,233	-19.88	2,806	4,096	-31.49
6/10 Wedged	1,944	1,604	21.20	7,787	7,856	-0.88	22,982	24,702	-6.96
2.25 Sliced	69,029	72,021	-4.15	276,864	285,344	-2.97	817,602	865,281	-5.51
4.25 Chopped	26,954	29,665	-9.14	90,119	102,985	-12.49	283,903	312,061	-9.02

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**Summary Report - Packout and Inventory**

**Month Ending November 30, 2013**

**Converted 24/300 Case Basis**

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	13/14	12/13	Percent Change	13/14	12/13	Percent Change	13/14	12/13	Percent Change
Total	1,536,261	1,363,952	12.63	5,512,627	4,789,196	15.11	9,250,717	8,247,151	12.17
<b>Markets</b>									
Consumer	1,203,573	1,096,310	9.78	4,434,177	3,668,574	20.87	7,698,976	5,635,166	36.62
Food Service	332,688	267,642	24.30	1,078,450	1,120,622	-3.76	1,551,741	2,611,985	-40.59
<b>Styles</b>									
Whole	0	2,660	-100.00	15,559	9,262	67.99	33,903	20,923	62.04
Pitted	1,080,171	932,230	15.87	3,698,883	3,098,618	19.37	6,955,974	4,782,136	45.46
Wedged	0	0	---	2,606	3,893	-33.06	26,662	13,413	98.78
Sliced	442,618	394,191	12.29	1,733,162	1,572,759	10.20	1,944,585	3,073,362	-36.73
Chopped	13,473	34,871	-61.36	62,417	104,663	-40.36	235,286	284,861	-17.40
Broken Pitted	0	0	---	0	0	---	54,308	72,456	-25.05
<b>Key Items</b>									
24/300 Pitted	1,027,346	881,479	16.55	3,601,228	2,972,808	21.14	6,597,278	4,463,763	47.80
6/10 Pitted	52,825	42,488	24.33	97,655	112,122	-12.90	344,142	293,459	17.27
6/10 Sliced	276,344	223,160	23.83	969,696	1,001,505	-3.18	1,134,653	2,283,886	-50.32
24/300 Whole	0	2,660	-100.00	10,586	9,262	14.29	27,022	17,832	51.54
6/10 Whole	0	0	---	4,973	0	---	6,881	3,091	122.61
6/10 Wedged	0	0	---	2,606	3,893	-33.06	23,685	12,509	89.34
2.25 Sliced	69,822	78,049	-10.54	252,958	251,829	0.45	334,698	294,981	13.46
4.25 Chopped	9,953	32,877	-69.73	58,898	101,561	-42.01	191,464	259,002	-26.08

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	9,250,717
Converted Storage	11,800,875
Approximate Supply*	21,051,593

**Storage Report**  
**Month Ending November 30, 2013**

Whole Canning Sizes	
Size	Tons
Small	10,229
Medium	13,561
Large	18,400
Ex. Large	17,284
Ex.Large Sev. "C"	477
Jumbo	1,500
Colossal	1,555
Super Colossal	539
Orchard Run	0
Total Canning	63,544
Limited	12,591
Total	76,135
Total Converted (*155)	11,800,875

**Packout - Month Ending November 30, 2013**

<b>RIPE WHOLE</b>	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	2,660	0					2,660
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	31,431	0				31,431	31,431
Medium	19,154	420,144	0				439,298	460,923
Large	1,516	388,894	0				390,410	392,122
Ex. Large	4,142	185,250	0				189,392	194,068
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	1,627	0				1,627	1,627
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	24,812	1,027,346	0				1,052,158	
Conv. Total	52,825	1,027,346	0					1,080,171
Prior Year	42,488	881,479	8,262					932,229
<b>LIMITED</b>	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	107,318	9,240	125,206	0	170,298		412,062	442,618
Chopped	918	0	0	12,843	0		13,761	13,473
Total	108,236	9,240	125,206	12,843	170,298		425,823	
Conv. Total	279,863	10,811	85,641	9,953	69,822			456,091
Prior Year	225,153	2,630	90,352	32,877	78,049			429,061
<b>BROKEN PITTED</b>	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 1,536,261

\*Conversion factor changed as of December 2008.

Consumer	1,203,573
Food Service	332,688

**Cumulative Packout - Month Ending November 30, 2013**

<b>RIPE WHOLE</b>	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	7,840	0				7,840	7,840
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,336	0	0				2,336	4,973
Colossal	0	2,746	0				2,746	2,746
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	2,336	10,586	0				12,922	
<b>Conv. Total</b>	4,973	10,586	0					15,559
Prior Year	0	9,262	0					9,262
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	43,785	0				43,785	43,785
Medium	31,777	1,295,305	0				1,327,082	1,362,958
Large	5,658	1,256,565	0				1,262,223	1,268,611
Ex. Large	4,142	776,861	0				781,003	785,679
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	70,194	0				70,194	70,194
Colossal	4,292	125,441	0				129,733	134,579
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	33,077	0				33,077	33,077
<b>Total</b>	45,869	3,601,228	0				3,647,097	
<b>Conv. Total</b>	97,655	3,601,228	0					3,698,883
Prior Year	112,122	2,972,808	13,688					3,098,618
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,012	0	0	0	0		1,012	2,606
Sliced	376,581	93,997	585,572	0	616,970		1,673,120	1,733,162
Chopped	918	0	0	75,997	0		76,915	62,417
<b>Total</b>	378,511	93,997	585,572	75,997	616,970		1,751,047	
<b>Conv. Total</b>	975,822	109,976	400,531	58,898	252,958			1,798,185
Prior Year	1,008,500	30,058	289,366	101,561	251,829			1,681,314
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	0					0	0
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	0					0	
<b>Conv. Total</b>	0	0						0
Prior Year	0	0						0

Converted Total 5,512,627

\*Conversion factor changed as of December 2008.

Consumer	4,434,177
Food Service	1,078,450

**Inventory - Month Ending November 30, 2013**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	422	0				422	422
Medium	0	1,440	0				1,440	1,440
Large	0	10,462	0				10,462	10,462
Ex. Large	0	4,158	0				4,158	4,158
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	3,120	2,059	0				5,179	8,701
Colossal	112	6,259	0				6,371	6,497
Super Colossal	0	2,222	0				2,222	2,222
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>3,232</b>	<b>27,022</b>	<b>0</b>				<b>30,254</b>	
<b>Conv. Total</b>	<b>6,881</b>	<b>27,022</b>	<b>0</b>					<b>33,903</b>
<b>Prior Year</b>	<b>3,091</b>	<b>17,832</b>	<b>0</b>					<b>20,923</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,155	360,799	4,671				367,625	368,101
Medium	71,699	1,614,741	12,396				1,698,836	1,774,590
Large	16,900	2,151,337	7,983				2,176,220	2,191,955
Ex. Large	44,850	1,672,588	0				1,717,438	1,768,074
Ex. Large Sev "C"	0	23,107	0				23,107	23,107
Jumbo	19,312	305,997	0				325,309	347,112
Colossal	6,673	140,607	0				147,280	154,814
Sup. Colossal	56	39,220	0				39,276	39,339
Green Ripe Whole	0	288,882	0				288,882	288,882
<b>Total</b>	<b>161,645</b>	<b>6,597,278</b>	<b>25,050</b>				<b>6,783,973</b>	
<b>Conv. Total</b>	<b>344,142</b>	<b>6,597,278</b>	<b>14,554</b>					<b>6,955,974</b>
<b>Prior Year</b>	<b>293,459</b>	<b>4,463,763</b>	<b>24,914</b>					<b>4,782,136</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,198	0	0	0	7,262		16,460	26,662
Sliced	440,642	120,868	488,038	0	816,337		1,865,885	1,944,585
Chopped	11,051	328	554	247,050	0		258,983	235,286
<b>Total</b>	<b>460,891</b>	<b>121,196</b>	<b>488,592</b>	<b>247,050</b>	<b>823,599</b>		<b>2,141,328</b>	
<b>Conv. Total</b>	<b>1,200,708</b>	<b>142,186</b>	<b>334,499</b>	<b>191,464</b>	<b>337,676</b>			<b>2,206,533</b>
<b>Prior Year</b>	<b>2,315,423</b>	<b>164,476</b>	<b>336,850</b>	<b>259,002</b>	<b>295,885</b>			<b>3,371,636</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	54,297					54,302	54,308
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>5</b>	<b>54,297</b>					<b>54,302</b>	
<b>Conv. Total</b>	<b>11</b>	<b>54,297</b>						<b>54,308</b>
<b>Prior Year</b>	<b>11</b>	<b>72,445</b>						<b>72,456</b>

Converted Total 9,250,717

\*Conversion factor changed as of December 2008.

Consumer	7,698,976
Food Service	1,551,741

**Sales - Month Ending November 30, 2013**

<b>RIPE WHOLE</b>	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	774	0				774	774
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	70	0	0				70	149
Colossal	0	0	0				0	0
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	70	808	0				878	
<b>Conv. Total</b>	149	808	0					957
<b>Prior Year</b>	571	1,596	0					2,167
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,210	76,510	568				78,288	79,416
Medium	7,277	301,222	939				309,438	317,260
Large	1,750	402,225	1,971				405,946	407,096
Ex. Large	3,084	124,426	0				127,510	130,992
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	805	47,200	0				48,005	48,914
Colossal	404	10,176	0				10,580	11,036
Sup. Colossal	0	1,624	0				1,624	1,624
Green Ripe Whole	0	15,698	0				15,698	15,698
<b>Total</b>	14,530	979,081	3,478				997,089	
<b>Conv. Total</b>	30,934	979,081	2,021					1,012,036
<b>Prior Year</b>	31,550	1,082,976	2,791					1,117,317
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	755	0	0	0	180		935	2,018
Sliced	84,376	22,117	86,959	0	168,363		361,815	371,654
Chopped	99	0	0	34,779	0		34,878	27,333
<b>Total</b>	85,230	22,117	86,959	34,779	168,543		397,628	
<b>Conv. Total</b>	219,592	25,877	59,480	26,954	69,103			401,005
<b>Prior Year</b>	207,297	21,162	54,863	29,665	72,226			385,213
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	3,860					3,860	3,860
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	3,860					3,860	
<b>Conv. Total</b>	0	3,860						3,860
<b>Prior Year</b>	0	3,079						3,079

Converted Total 1,417,858

Consumer 1,167,183  
Food Service 250,675

**Cumulative Sales - Month Ending November 30, 2013**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	196	0				196	196
Medium	0	340	0				340	340
Large	0	4,106	0				4,106	4,106
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	464	102	0				566	1,090
Colossal	0	204	0				204	204
Super Colossal	0	51	0				51	51
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	464	4,999	0				5,463	
<b>Conv. Total</b>	988	4,999	0					5,987
<b>Prior Year</b>	1,233	5,479	0					6,712
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	4,000	260,198	1,468				265,666	269,567
Medium	29,234	812,374	4,366				845,974	877,150
Large	6,035	1,232,123	5,156				1,243,314	1,247,967
Ex. Large	11,479	396,229	0				407,708	420,668
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	4,025	171,560	0				175,585	180,129
Colossal	1,770	43,210	0				44,980	46,978
Sup. Colossal	0	4,157	0				4,157	4,157
Green Ripe Whole	0	57,157	0				57,157	57,157
<b>Total</b>	56,543	2,977,008	10,990				3,044,541	
<b>Conv. Total</b>	120,380	2,977,008	6,385					3,103,773
<b>Prior Year</b>	127,580	3,138,075	7,540					3,273,195
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	3,024	0	0	0	1,060		4,084	8,221
Sliced	368,349	78,804	323,347	0	675,278		1,445,778	1,538,733
Chopped	2,377	340	0	116,283	0		119,000	100,032
<b>Total</b>	373,750	79,144	323,347	116,283	676,338		1,568,862	
<b>Conv. Total</b>	965,399	93,000	221,169	90,119	277,299			1,646,986
<b>Prior Year</b>	983,619	69,718	213,271	102,985	286,016			1,655,609
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	11,210					11,210	11,210
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	11,210					11,210	
<b>Conv. Total</b>	0	11,210						11,210
<b>Prior Year</b>	0	8,640						8,640

Converted Total 4,767,956

Consumer 3,681,189  
Food Service 1,086,767

**Consecutive Sales - 12 Months Month Ending November 30, 2013**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	196	0				196	196
Medium	0	1,020	0				1,020	1,020
Large	0	6,012	0				6,012	6,012
Ex. Large	0	204	0				204	204
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,318	510	0				1,828	3,316
Colossal	0	714	0				714	714
Super Colossal	0	238	0				238	238
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,318</b>	<b>8,894</b>	<b>0</b>				<b>10,212</b>	
<b>Conv. Total</b>	<b>2,806</b>	<b>8,894</b>	<b>0</b>					<b>11,700</b>
<b>Prior Year</b>	<b>4,096</b>	<b>11,578</b>	<b>0</b>					<b>15,674</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	13,283	755,108	5,368				773,759	786,506
Medium	91,339	1,994,668	15,807				2,101,814	2,198,313
Large	19,410	3,004,816	14,793				3,039,019	3,054,735
Ex. Large	37,584	1,090,924	0				1,128,508	1,170,940
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	12,153	548,860	0				561,013	574,734
Colossal	5,875	96,156	0				102,031	108,664
Sup. Colossal	0	11,428	0				11,428	11,428
Green Ripe Whole	0	160,944	0				160,944	160,944
<b>Total</b>	<b>179,644</b>	<b>7,662,904</b>	<b>35,968</b>				<b>7,878,516</b>	
<b>Conv. Total</b>	<b>382,462</b>	<b>7,662,904</b>	<b>20,897</b>					<b>8,066,263</b>
<b>Prior Year</b>	<b>402,990</b>	<b>7,952,430</b>	<b>22,329</b>					<b>8,377,749</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	8,925	0	0	0	3,280		12,205	24,327
Sliced	1,128,331	207,889	939,335	0	1,994,150		4,269,705	4,608,789
Chopped	6,170	884	4,931	366,327	0		378,312	315,702
<b>Total</b>	<b>1,143,426</b>	<b>208,773</b>	<b>944,266</b>	<b>366,327</b>	<b>1,997,430</b>		<b>4,660,222</b>	
<b>Conv. Total</b>	<b>2,952,090</b>	<b>245,308</b>	<b>648,570</b>	<b>283,903</b>	<b>818,946</b>			<b>4,948,818</b>
<b>Prior Year</b>	<b>3,070,501</b>	<b>178,960</b>	<b>615,499</b>	<b>312,061</b>	<b>867,134</b>			<b>5,044,155</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	26,131					26,131	26,131
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>26,131</b>					<b>26,131</b>	
<b>Conv. Total</b>	<b>0</b>	<b>26,131</b>						<b>26,131</b>
<b>Prior Year</b>	<b>0</b>	<b>22,006</b>						<b>22,006</b>

Converted Total 13,052,912

Consumer 9,715,554  
Food Service 3,337,358