



# California Monthly Olive Report



## California Department of Food and Agriculture

Cooperating with the USDA, National Agricultural Statistics Service

Pacific Regional Field 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: September 30, 2014 Released: October 22, 2014

### Summary Report - Sales Month Ending September 30, 2014 Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	14/15	13/14	Percent Change	14/15	13/14	Percent Change	14/15	13/14	Percent Change
Total	1,149,190	1,101,169	4.36	2,229,937	2,095,785	6.40	13,418,730	13,246,083	1.30
<b>Markets</b>									
Consumer	827,281	817,762	1.16	1,603,718	1,537,675	4.30	10,100,638	9,889,044	2.14
Food Service	321,909	283,407	13.59	626,219	558,110	12.20	3,318,092	3,357,039	-1.16
<b>Styles</b>									
Whole	795	1,278	-37.79	1,348	1,765	-23.61	11,683	11,525	1.37
Pitted	675,302	663,635	1.76	1,305,025	1,244,626	4.85	8,355,033	8,237,925	1.42
Wedged	2,209	1,926	14.67	4,686	4,587	2.15	27,219	24,540	10.91
Sliced	443,792	403,820	9.90	867,271	790,930	9.65	4,703,680	4,619,937	1.81
Chopped	24,603	26,957	-8.73	47,484	48,998	-3.09	294,530	326,234	-9.72
Broken Pitted	2,490	3,553	-29.92	4,122	4,879	-15.52	26,586	25,922	2.56
<b>Key Items</b>									
24/300 Pitted	641,616	632,821	1.39	1,232,096	1,183,036	4.15	7,952,295	7,830,345	1.56
6/10 Pitted	32,090	29,399	9.15	69,431	58,980	17.72	383,384	386,213	-0.73
6/10 Sliced	286,237	246,641	16.05	546,696	486,513	12.37	2,877,926	2,917,557	-1.36
24/300 Whole	646	833	-22.45	1,046	1,131	-7.52	9,047	8,210	10.19
6/10 Whole	149	445	-66.51	302	634	-52.32	2,636	3,315	-20.49
6/10 Wedged	2,045	1,926	6.16	4,522	4,349	3.97	25,472	23,023	10.64
2.25 Sliced	68,087	68,467	-0.55	144,185	143,934	0.17	842,040	827,002	1.82
4.25 Chopped	23,215	21,961	5.71	42,217	40,565	4.07	264,258	289,814	-8.82

VIC TOLOMEO, Director  
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Comments or questions should be directed to:

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**Summary Report - Packout and Inventory**

**Month Ending September 30, 2014**

**Converted 24/300 Case Basis**

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	14/15	13/14	Percent Change	14/15	13/14	Percent Change	14/15	13/14	Percent Change
Total	1,251,636	1,127,325	11.03	2,620,568	2,498,681	4.88	9,531,045	8,952,138	6.47
<b>Markets</b>									
Consumer	1,049,108	817,414	28.34	2,020,998	1,896,040	6.59	8,015,667	7,336,132	9.26
Food Service	202,528	309,911	-34.65	599,570	602,641	-0.51	1,515,378	1,616,005	-6.23
<b>Styles</b>									
Whole	0	6,948	-100.00	4,004	11,921	-66.41	23,172	36,865	-37.14
Pitted	798,780	576,399	38.58	1,593,430	1,463,456	8.88	7,202,522	6,608,566	8.99
Wedged	0	0	0.00	0	2,606	-100.00	24,538	30,955	-20.73
Sliced	433,377	532,061	-18.55	984,364	990,325	-0.60	2,026,379	1,958,715	3.45
Chopped	19,479	11,918	63.44	38,771	30,373	27.65	220,574	256,374	-13.96
Broken Pitted	0	0	0.00	0	0	0.00	33,860	60,663	-44.18
<b>Key Items</b>									
24/300 Pitted	788,965	557,921	41.41	1,581,565	1,421,849	11.23	6,902,112	6,237,489	10.66
6/10 Pitted	9,815	18,478	-46.88	11,865	41,607	-71.48	286,817	352,660	-18.67
6/10 Sliced	192,713	291,433	-33.87	587,705	553,455	6.19	1,153,770	1,187,165	-2.81
24/300 Whole	0	6,948	-100.00	4,004	6,948	-42.37	18,829	28,756	-34.52
6/10 Whole	0	0	0.00	0	4,973	-100.00	4,343	8,109	-46.44
6/10 Wedged	0	0	0.00	0	2,606	-100.00	23,049	27,715	-16.84
2.25 Sliced	54,593	52,045	4.90	148,020	136,273	8.62	347,397	352,527	-1.46
4.25 Chopped	19,479	11,918	63.44	38,771	30,373	27.65	168,429	214,577	-21.51

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	9,531,045
Converted Storage	4,463,045
Approximate Supply*	13,994,090

**Storage Report  
Month Ending September 30, 2014**

Whole Canning Sizes	
Size	Tons
Small	3,512
Medium	6,752
Large	9,628
Ex. Large	3,504
Ex.Large Sev. "C"	362
Jumbo	1,340
Colossal	545
Super Colossal	152
Orchard Run	0
Total Canning	25,795
Limited	2,999
Total	28,794
Total Converted (*155)	4,463,045

**Packout - Month Ending September 30, 2014**

<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	6,948	0					6,948
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	4,610	213,909	0				218,519	223,724
Large	0	244,367	0				244,367	244,367
Ex. Large	0	266,196	0				266,196	266,196
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	6,553	0				6,553	6,553
Colossal	0	1,052	0				1,052	1,052
Sup. Colossal	0	624	0				624	624
Green Ripe Whole	0	56,264	0				56,264	56,264
Total	4,610	788,965	0				793,575	
Conv. Total	9,815	788,965	0					798,780
Prior Year	18,478	557,921	0					576,399
<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	74,840	47,191	191,313	0	133,153		446,497	433,377
Chopped	0	0	0	25,134	0		25,134	19,479
Total	74,840	47,191	191,313	25,134	133,153		471,631	
Conv. Total	192,713	55,213	130,858	19,479	54,593			452,856
Prior Year	291,433	61,225	127,357	11,918	52,045			543,978
<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 1,251,636

\*Conversion factor changed as of December 2008.

Consumer	1,049,108
Food Service	202,528

**Cumulative Packout - Month Ending September 30, 2014**

<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	4,004	0				4,004	4,004
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
<b>Total</b>	0	4,004	0				4,004	
<b>Conv. Total</b>	0	4,004	0					4,004
<b>Prior Year</b>	4,973	6,948	0					11,921
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	8,705	0				8,705	8,705
Medium	5,038	301,723	0				306,761	312,449
Large	535	478,233	0				478,768	479,372
Ex. Large	0	708,891	0				708,891	708,891
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	24,260	0				24,260	24,260
Colossal	0	2,865	0				2,865	2,865
Sup. Colossal	0	624	0				624	624
Green Ripe Whole	0	56,264	0				56,264	56,264
<b>Total</b>	5,573	1,581,565	0				1,587,138	
<b>Conv. Total</b>	11,865	1,581,565	0					1,593,430
<b>Prior Year</b>	41,607	1,421,849	0					1,463,456
<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	228,235	78,623	229,020	0	361,024		896,902	984,364
Chopped	0	0	0	50,027	0		50,027	38,771
<b>Total</b>	228,235	78,623	229,020	50,027	361,024		946,929	
<b>Conv. Total</b>	587,705	91,989	156,650	38,771	148,020			1,023,134
<b>Prior Year</b>	556,061	96,032	204,565	30,373	136,273			1,023,304
<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
<b>Prior Year</b>	0	0						0

Converted Total 2,620,568

\*Conversion factor changed as of December 2008.

Consumer 2,020,998  
 Food Service 599,570

**Inventory - Month Ending September 30, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	320	0				320	320
Medium	0	1,560	0				1,560	1,560
Large	0	11,088	0				11,088	11,088
Ex. Large	0	953	0				953	953
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,928	2,061	0				3,989	6,166
Colossal	112	1,372	0				1,484	1,610
Super Colossal	0	1,475	0				1,475	1,475
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,040</b>	<b>18,829</b>	<b>0</b>				<b>20,869</b>	
<b>Conv. Total</b>	<b>4,343</b>	<b>18,829</b>	<b>0</b>					<b>23,172</b>
<b>Prior Year</b>	<b>8,109</b>	<b>28,756</b>	<b>0</b>					<b>36,865</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	6,918	291,979	1,316				300,213	307,472
Medium	53,791	1,448,419	11,967				1,514,177	1,569,893
Large	8,436	2,093,322	10,113				2,111,871	2,117,158
Ex. Large	46,434	2,335,669	0				2,382,103	2,434,527
Ex. Large Sev "C"	0	15,636	0				15,636	15,636
Jumbo	14,433	280,996	0				295,429	311,724
Colossal	4,707	211,217	0				215,924	221,238
Sup. Colossal	0	18,422	0				18,422	18,422
Green Ripe Whole	0	206,452	0				206,452	206,452
<b>Total</b>	<b>134,719</b>	<b>6,902,112</b>	<b>23,396</b>				<b>7,060,227</b>	
<b>Conv. Total</b>	<b>286,817</b>	<b>6,902,112</b>	<b>13,593</b>					<b>7,202,522</b>
<b>Prior Year</b>	<b>352,660</b>	<b>6,237,489</b>	<b>18,417</b>					<b>6,608,566</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	8,951	0	0	0	3,633		12,584	24,538
Sliced	448,066	210,264	408,192	0	847,310		1,913,832	2,026,379
Chopped	12,363	2,019	0	217,328	0		231,710	220,574
<b>Total</b>	<b>469,380</b>	<b>212,283</b>	<b>408,192</b>	<b>217,328</b>	<b>850,943</b>		<b>2,158,126</b>	
<b>Conv. Total</b>	<b>1,224,219</b>	<b>250,754</b>	<b>279,203</b>	<b>168,429</b>	<b>348,887</b>			<b>2,271,491</b>
<b>Prior Year</b>	<b>1,255,225</b>	<b>173,272</b>	<b>247,203</b>	<b>214,577</b>	<b>355,766</b>			<b>2,246,043</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	33,860					33,860	33,860
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>33,860</b>					<b>33,860</b>	
<b>Conv. Total</b>	<b>0</b>	<b>33,860</b>						<b>33,860</b>
<b>Prior Year</b>	<b>11</b>	<b>60,652</b>						<b>60,663</b>

Converted Total 9,531,045

\*Conversion factor changed as of December 2008.

Consumer	8,015,667
Food Service	1,515,378

**Sales - Month Ending September 30, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
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	70	204	0				274	353
Colossal	0	102	0				102	102
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>70</b>	<b>646</b>	<b>0</b>				<b>716</b>	
Conv. Total	149	646	0					795
Prior Year	445	833	0					1,278
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,435	58,577	480				60,492	61,911
Medium	6,994	165,829	1,095				173,918	181,355
Large	1,498	263,153	1,171				265,822	267,023
Ex. Large	3,391	105,185	0				108,576	112,404
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,242	29,380	0				30,622	32,024
Colossal	513	7,183	0				7,696	8,275
Sup. Colossal	0	537	0				537	537
Green Ripe Whole	0	11,772	0				11,772	11,772
<b>Total</b>	<b>15,073</b>	<b>641,616</b>	<b>2,746</b>				<b>659,435</b>	
Conv. Total	32,090	641,616	1,595					675,302
Prior Year	29,399	632,821	1,415					663,635
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	794	0	0	0	400		1,194	2,209
Sliced	111,160	23,884	89,946	0	166,067		391,057	443,792
Chopped	362	0	0	29,955	0		30,317	24,603
<b>Total</b>	<b>112,316</b>	<b>23,884</b>	<b>89,946</b>	<b>29,955</b>	<b>166,467</b>		<b>422,568</b>	
Conv. Total	289,669	27,944	61,523	23,215	68,251			470,603
Prior Year	253,563	26,217	62,494	21,961	68,467			432,702
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	2,490					2,490	2,490
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>2,490</b>					<b>2,490</b>	
Conv. Total	0	2,490						2,490
Prior Year	0	3,553						3,553

Converted Total 1,149,190

Consumer 827,281  
Food Service 321,909

**Cumulative Sales - Month Ending September 30, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	0	0				0	0
Large	0	502	0				502	502
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	142	204	0				346	506
Colossal	0	204	0				204	204
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	142	1,046	0				1,188	
<b>Conv. Total</b>	302	1,046	0					1,348
<b>Prior Year</b>	634	1,131	0					1,765
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	2,773	113,818	680				117,271	120,117
Medium	16,222	320,948	3,019				340,189	357,239
Large	3,010	505,402	2,322				510,734	513,159
Ex. Large	6,480	197,431	0				203,911	211,227
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,577	58,143	0				60,720	63,629
Colossal	1,550	11,431	0				12,981	14,731
Sup. Colossal	0	1,559	0				1,559	1,559
Green Ripe Whole	0	23,364	0				23,364	23,364
<b>Total</b>	32,612	1,232,096	6,021				1,270,729	
<b>Conv. Total</b>	69,431	1,232,096	3,498					1,305,025
<b>Prior Year</b>	58,980	1,183,036	2,610					1,244,626
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,756	0	0	0	400		2,156	4,686
Sliced	212,309	47,273	177,019	0	351,671		788,272	867,271
Chopped	1,374	0	0	54,473	0		55,847	47,484
<b>Total</b>	215,439	47,273	177,019	54,473	352,071		846,275	
<b>Conv. Total</b>	556,485	55,309	121,081	42,217	144,349			919,441
<b>Prior Year</b>	498,495	47,080	114,203	40,565	144,172			844,515
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	4,122					4,122	4,122
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	4,122					4,122	
<b>Conv. Total</b>	0	4,122						4,122
<b>Prior Year</b>	0	4,879						4,879

Converted Total 2,229,937

Consumer 1,603,718  
Food Service 626,219

**Consecutive Sales - 12 Months Month Ending September 30, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	1,224	0				1,224	1,224
Large	0	5,171	0				5,171	5,171
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,238	1,020	0				2,258	3,656
Colossal	0	1,020	0				1,020	1,020
Super Colossal	0	204	0				204	204
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,238</b>	<b>9,047</b>	<b>0</b>				<b>10,285</b>	
<b>Conv. Total</b>	<b>2,636</b>	<b>9,047</b>	<b>0</b>					<b>11,683</b>
<b>Prior Year</b>	<b>3,315</b>	<b>8,210</b>	<b>0</b>					<b>11,525</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	14,581	725,480	5,178				745,239	759,531
Medium	93,315	2,095,511	12,727				2,201,553	2,301,573
Large	17,609	3,259,267	15,406				3,292,282	3,305,707
Ex. Large	37,673	1,211,534	0				1,249,207	1,291,740
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	11,135	397,773	0				408,908	421,479
Colossal	5,764	83,838	0				89,602	96,110
Sup. Colossal	0	11,642	0				11,642	11,642
Green Ripe Whole	0	167,250	0				167,250	167,250
<b>Total</b>	<b>180,077</b>	<b>7,952,295</b>	<b>33,311</b>				<b>8,165,683</b>	
<b>Conv. Total</b>	<b>383,384</b>	<b>7,952,295</b>	<b>19,354</b>					<b>8,355,033</b>
<b>Prior Year</b>	<b>386,213</b>	<b>7,830,345</b>	<b>21,366</b>					<b>8,237,924</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,892	0	0	0	4,260		14,152	27,219
Sliced	1,117,641	265,561	983,929	0	2,053,757		4,420,888	4,703,680
Chopped	7,479	680	0	340,978	0		349,137	294,530
<b>Total</b>	<b>1,135,012</b>	<b>266,241</b>	<b>983,929</b>	<b>340,978</b>	<b>2,058,017</b>		<b>4,784,177</b>	
<b>Conv. Total</b>	<b>2,932,072</b>	<b>312,304</b>	<b>673,007</b>	<b>264,258</b>	<b>843,787</b>			<b>5,025,429</b>
<b>Prior Year</b>	<b>2,967,510</b>	<b>236,443</b>	<b>648,425</b>	<b>289,814</b>	<b>828,519</b>			<b>4,970,711</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	26,586					26,586	26,586
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>26,586</b>					<b>26,586</b>	
<b>Conv. Total</b>	<b>0</b>	<b>26,586</b>						<b>26,586</b>
<b>Prior Year</b>	<b>0</b>	<b>25,922</b>						<b>25,922</b>

Converted Total 13,418,730

Consumer 10,100,638  
Food Service 3,318,092