



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

Month Ending: October 31, 2014 Released: November 21, 2014

Summary Report - Sales Month Ending October 31, 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	1,300,236	1,254,313	3.66	3,530,173	3,350,098	5.38	13,464,653	13,142,829	2.45
Markets									
Consumer	1,011,668	976,331	3.62	2,615,386	2,514,006	4.03	10,135,975	9,816,728	3.25
Food Service	288,569	277,982	3.81	914,787	836,092	9.41	3,328,678	3,326,100	0.08
Styles									
Whole	3,199	3,264	-1.99	4,547	5,030	-9.59	11,617	12,910	-10.01
Pitted	864,335	847,112	2.03	2,169,360	2,091,737	3.71	8,372,256	8,171,544	2.46
Wedged	2,120	1,617	31.08	6,805	6,203	9.71	27,722	24,118	14.94
Sliced	406,246	376,149	8.00	1,273,517	1,167,079	9.12	4,733,777	4,589,544	3.14
Chopped	22,112	23,701	-6.71	69,596	72,698	-4.27	292,941	319,363	-8.27
Broken Pitted	2,225	2,471	-9.96	6,347	7,350	-13.65	26,340	25,350	3.91
Key Items									
24/300 Pitted	828,169	814,891	1.63	2,060,265	1,997,927	3.12	7,965,573	7,766,799	2.56
6/10 Pitted	34,043	30,466	11.74	103,474	89,446	15.68	386,961	383,077	1.01
6/10 Sliced	250,156	244,718	2.22	796,852	731,230	8.97	2,883,364	2,893,118	-0.34
24/300 Whole	2,669	3,060	-12.78	3,715	4,191	-11.36	8,656	9,682	-10.60
6/10 Whole	530	204	159.86	832	839	-0.78	2,961	3,228	-8.26
6/10 Wedged	1,972	1,494	32.02	6,494	5,843	11.14	25,951	22,642	14.61
2.25 Sliced	68,231	63,901	6.78	212,416	207,835	2.20	846,370	820,594	3.14
4.25 Chopped	19,446	22,601	-13.96	61,662	63,166	-2.38	261,103	286,614	-8.90

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Summary Report - Packout and Inventory

Month Ending October 31, 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	708,525	1,477,684	-52.05	3,329,094	3,976,366	-16.28	9,597,268	9,150,711	4.88
Markets									
Consumer	567,951	1,334,564	-57.44	2,588,949	3,230,604	-19.86	8,006,054	7,669,579	4.39
Food Service	140,575	143,120	-1.78	740,145	745,762	-0.75	1,591,214	1,481,132	7.43
Styles									
Whole	0	3,638	-100.00	4,004	15,559	-74.27	23,090	36,669	-37.03
Pitted	472,353	1,155,256	-59.11	2,065,783	2,618,712	-21.11	7,209,376	6,894,474	4.57
Wedged	0	0	0.00	0	2,606	-100.00	22,550	29,312	-23.07
Sliced	216,029	300,219	-28.04	1,200,392	1,290,544	-6.99	2,093,316	1,880,652	11.31
Chopped	20,143	18,571	8.47	58,914	48,944	20.37	217,302	251,434	-13.57
Broken Pitted	0	0	0.00	0	0	0.00	31,634	58,170	-45.62
Key Items									
24/300 Pitted	470,284	1,152,033	-59.18	2,051,849	2,573,882	-20.28	6,860,267	6,553,207	4.69
6/10 Pitted	2,069	3,223	-35.79	13,934	44,830	-68.92	327,008	325,245	0.54
6/10 Sliced	137,443	139,897	-1.75	725,148	693,352	4.59	1,192,686	1,082,543	10.17
24/300 Whole	0	3,638	-100.00	4,004	10,586	-62.18	19,307	28,764	-32.88
6/10 Whole	0	0	0.00	0	4,973	-100.00	3,783	7,905	-52.14
6/10 Wedged	0	0	0.00	0	2,606	-100.00	21,208	26,195	-19.04
2.25 Sliced	31,130	46,863	-33.57	179,150	183,136	-2.18	370,200	334,297	10.74
4.25 Chopped	19,081	18,571	2.75	57,852	48,944	18.20	166,832	210,749	-20.84

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

Approximate Supply in Converted Cases

Total Inventory*	9,597,268
Converted Storage	5,375,667
Approximate Supply*	14,972,935

**Storage Report
Month Ending October 31, 2014**

Whole Canning Sizes	
Size	Tons
Small	3,942
Medium	7,965
Large	10,245
Ex. Large	5,393
Ex.Large Sev. "C"	381
Jumbo	1,411
Colossal	604
Super Colossal	182
Orchard Run	0
Total Canning	30,124
Limited	4,557
Total	34,682
Total Converted (*155)	5,375,667

Packout - Month Ending October 31, 2014

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	3,638	0					3,638
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	972	218,446	0				219,418	220,515
Large	0	114,576	0				114,576	114,576
Ex. Large	0	90,018	0				90,018	90,018
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	16,465	0				16,465	16,465
Colossal	0	0	0				0	0
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	30,779	0				30,779	30,779
Total	972	470,284	0				471,256	
Conv. Total	2,069	470,284	0					472,353
Prior Year	3,223	1,152,033	0					1,155,256
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	53,376	6,878	57,615	0	75,926		193,795	216,029
Chopped	277	0	0	24,621	0		24,898	20,143
Total	53,653	6,878	57,615	24,621	75,926		218,693	
Conv. Total	138,505	8,047	39,409	19,081	31,130			236,172
Prior Year	139,897	3,133	110,326	18,571	46,863			318,790
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 708,525

*Conversion factor changed as of December 2008.

Consumer	567,951
Food Service	140,575

Cumulative Packout - Month Ending October 31, 2014

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	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
Total	0	4,004	0				4,004	
Conv. Total	0	4,004	0					4,004
Prior Year	4,973	10,586	0					15,559
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	8,705	0				8,705	8,705
Medium	6,010	520,169	0				526,179	532,964
Large	535	592,809	0				593,344	593,948
Ex. Large	0	798,909	0				798,909	798,909
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	40,725	0				40,725	40,725
Colossal	0	2,865	0				2,865	2,865
Sup. Colossal	0	624	0				624	624
Green Ripe Whole	0	87,043	0				87,043	87,043
Total	6,545	2,051,849	0				2,058,394	
Conv. Total	13,934	2,051,849	0					2,065,783
Prior Year	44,830	2,573,882	0					2,618,712
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	281,611	85,501	286,635	0	436,950		1,090,697	1,200,392
Chopped	277	0	0	74,648	0		74,925	58,914
Total	281,888	85,501	286,635	74,648	436,950		1,165,622	
Conv. Total	726,210	100,036	196,058	57,852	179,150			1,259,307
Prior Year	695,958	99,166	314,890	48,944	183,136			1,342,094
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 3,329,094

*Conversion factor changed as of December 2008.

Consumer	2,588,949
Food Service	740,145

Inventory - Month Ending October 31, 2014

RIPE WHOLE	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	10,508	0				10,508	10,508
Ex. Large	0	2,011	0				2,011	2,011
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,665	2,061	0				3,726	5,606
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
Total	1,777	19,307	0				21,084	
Conv. Total	3,783	19,307	0					23,090
Prior Year	7,905	28,764	0					36,669
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	5,232	269,134	6,904				281,270	284,284
Medium	68,583	1,532,308	10,474				1,611,365	1,684,407
Large	16,459	2,098,730	20,661				2,135,850	2,145,775
Ex. Large	45,281	2,160,364	0				2,205,645	2,256,767
Ex. Large Sev "C"	0	12,043	0				12,043	12,043
Jumbo	13,678	260,420	0				274,098	289,540
Colossal	4,364	196,120	0				200,484	205,411
Sup. Colossal	0	12,873	0				12,873	12,873
Green Ripe Whole	0	318,275	0				318,275	318,275
Total	153,597	6,860,267	38,039				7,051,903	
Conv. Total	327,008	6,860,267	22,101					7,209,376
Prior Year	325,245	6,553,207	16,022					6,894,474
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	8,236	0	0	0	3,274		11,510	22,550
Sliced	463,179	203,902	426,702	0	902,928		1,996,711	2,093,316
Chopped	12,136	1,677	0	215,267	0		229,080	217,302
Total	483,551	205,579	426,702	215,267	906,202		2,237,301	
Conv. Total	1,260,423	242,506	291,864	166,832	371,543			2,333,168
Prior Year	1,147,972	157,339	307,925	210,749	337,414			2,161,399
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	31,634					31,634	31,634
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	31,634					31,634	
Conv. Total	0	31,634						31,634
Prior Year	11	58,159						58,170

Converted Total 9,597,268

*Conversion factor changed as of December 2008.

Consumer	8,006,054
Food Service	1,591,214

Sales - Month Ending October 31, 2014

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	2,669	0				2,669	2,669
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	249	0	0				249	530
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	249	2,669	0				2,918	
Conv. Total	530	2,669	0					3,199
Prior Year	204	3,060	0					3,264
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,686	78,043	1,210				80,939	82,336
Medium	8,958	215,330	790				225,078	234,861
Large	1,147	351,946	1,654				354,747	355,349
Ex. Large	3,134	122,593	0				125,727	129,265
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	746	38,080	0				38,826	39,668
Colossal	319	6,947	0				7,266	7,626
Sup. Colossal	0	934	0				934	934
Green Ripe Whole	0	14,296	0				14,296	14,296
Total	15,990	828,169	3,654				847,813	
Conv. Total	34,043	828,169	2,123					864,335
Prior Year	30,466	814,891	1,755					847,112
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	766	0	0	0	359		1,125	2,120
Sliced	97,148	23,432	88,368	0	166,417		375,365	406,246
Chopped	487	340	0	25,091	0		25,918	22,112
Total	98,401	23,772	88,368	25,091	166,776		402,408	
Conv. Total	253,996	28,214	60,444	19,446	68,378			430,478
Prior Year	247,312	20,043	47,487	22,601	64,024			401,467
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	2,225					2,225	2,225
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	2,225					2,225	
Conv. Total	0	2,225						2,225
Prior Year	0	2,471						2,471

Converted Total 1,300,236

Consumer 1,011,668
Food Service 288,569

Cumulative Sales - Month Ending October 31, 2014

RIPE WHOLE	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	3,171	0				3,171	3,171
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	391	204	0				595	1,036
Colossal	0	204	0				204	204
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
Total	391	3,715	0				4,106	
Conv. Total	832	3,715	0					4,547
Prior Year	839	4,191	0					5,030
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	4,459	191,861	1,890				198,210	202,452
Medium	25,180	536,278	3,809				565,267	592,099
Large	4,157	857,348	3,976				865,481	868,508
Ex. Large	9,614	320,024	0				329,638	340,492
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	3,323	96,223	0				99,546	103,298
Colossal	1,869	18,378	0				20,247	22,357
Sup. Colossal	0	2,493	0				2,493	2,493
Green Ripe Whole	0	37,660	0				37,660	37,660
Total	48,602	2,060,265	9,675				2,118,542	
Conv. Total	103,474	2,060,265	5,621					2,169,360
Prior Year	89,446	1,997,927	4,364					2,091,737
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	2,522	0	0	0	759		3,281	6,805
Sliced	309,457	70,705	265,387	0	518,088		1,163,637	1,273,517
Chopped	1,861	340	0	79,564	0		81,765	69,596
Total	313,840	71,045	265,387	79,564	518,847		1,248,683	
Conv. Total	810,481	83,524	181,525	61,662	212,727			1,349,919
Prior Year	745,807	67,123	161,689	63,166	208,196			1,245,981
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	6,347					6,347	6,347
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	6,347					6,347	
Conv. Total	0	6,347						6,347
Prior Year	0	7,350						7,350

Converted Total 3,530,173

Consumer 2,615,386
Food Service 914,787

Consecutive Sales - 12 Months Month Ending October 31, 2014

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	884	0				884	884
Large	0	5,120	0				5,120	5,120
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,391	1,020	0				2,411	3,981
Colossal	0	1,020	0				1,020	1,020
Super Colossal	0	204	0				204	204
Green Ripe Whole	0	0	0				0	0
Total	1,391	8,656	0				10,047	
Conv. Total	2,961	8,656	0					11,617
Prior Year	3,228	9,682	0					12,910
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	14,857	724,714	5,588				745,159	759,591
Medium	94,563	2,105,534	12,417				2,212,514	2,314,073
Large	17,375	3,269,967	15,940				3,303,282	3,316,220
Ex. Large	38,497	1,230,638	0				1,269,135	1,312,598
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	10,839	380,508	0				391,347	403,584
Colossal	5,626	76,057	0				81,683	88,035
Sup. Colossal	0	11,565	0				11,565	11,565
Green Ripe Whole	0	166,590	0				166,590	166,590
Total	181,757	7,965,573	33,945				8,181,275	
Conv. Total	386,961	7,965,573	19,722					8,372,256
Prior Year	383,077	7,766,799	21,667					8,171,543
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,078	0	0	0	4,319		14,397	27,722
Sliced	1,119,753	271,862	1,002,872	0	2,064,318		4,458,805	4,733,777
Chopped	7,679	1,020	0	336,907	0		345,606	292,941
Total	1,137,510	272,882	1,002,872	336,907	2,068,637		4,818,808	
Conv. Total	2,938,756	320,476	685,964	261,103	848,141			5,054,440
Prior Year	2,939,795	240,592	643,954	286,614	822,070			4,933,025
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	26,340					26,340	26,340
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	26,340					26,340	
Conv. Total	0	26,340						26,340
Prior Year	0	25,350						25,350

Converted Total 13,464,653

Consumer 10,135,975
Food Service 3,328,678