



# 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: December 31, 2014 Released: January 26, 2015

### Summary Report - Sales Month Ending December 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	1,477,358	1,183,327	24.85	6,342,166	5,951,283	6.57	13,675,461	13,108,988	4.32
<b>Markets</b>									
Consumer	1,189,746	979,684	21.44	4,897,769	4,660,873	5.08	10,271,491	9,858,090	4.19
Food Service	287,612	203,643	41.23	1,444,397	1,290,410	11.93	3,403,970	3,250,898	4.71
<b>Styles</b>									
Whole	948	961	-1.38	8,412	6,948	21.07	13,564	12,006	12.97
Pitted	1,014,473	835,021	21.49	4,121,972	3,938,794	4.65	8,477,811	8,176,414	3.69
Wedged	2,371	1,735	36.67	10,789	9,956	8.37	27,953	24,534	13.94
Sliced	431,600	313,796	37.54	2,066,436	1,852,528	11.55	4,841,246	4,547,447	6.46
Chopped	25,621	28,330	-9.56	124,217	128,362	-3.23	291,898	319,583	-8.66
Broken Pitted	2,346	3,485	-32.68	10,340	14,695	-29.64	22,988	29,004	-20.74
<b>Key Items</b>									
24/300 Pitted	977,935	801,423	22.02	3,943,987	3,778,431	4.38	8,068,791	7,771,736	3.82
6/10 Pitted	35,114	32,097	9.40	169,551	152,477	11.20	390,007	384,261	1.50
6/10 Sliced	249,649	166,399	50.03	1,254,973	1,114,898	12.56	2,957,818	2,814,174	5.10
24/300 Whole	803	595	34.96	7,162	5,594	28.03	10,700	8,970	19.29
6/10 Whole	145	366	-60.44	1,250	1,354	-7.70	2,864	3,036	-5.68
6/10 Wedged	2,199	1,530	43.73	10,207	9,316	9.57	26,190	22,984	13.95
2.25 Sliced	79,102	62,589	26.38	355,685	339,453	4.78	858,021	821,134	4.49
4.25 Chopped	25,115	25,079	0.14	113,404	115,198	-1.56	260,812	285,078	-8.51

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 December 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	407,452	615,176	-33.77	4,790,812	6,127,804	-21.82	8,280,398	8,654,969	-4.33
<b>Markets</b>									
Consumer	292,448	405,448	-27.87	3,611,199	4,839,625	-25.38	6,757,564	7,148,458	-5.47
Food Service	115,005	209,728	-45.16	1,179,613	1,288,178	-8.43	1,522,834	1,506,510	1.08
<b>Styles</b>									
Whole	0	0	0.00	4,004	15,559	-74.27	18,865	33,221	-43.21
Pitted	163,243	361,499	-54.84	2,928,750	4,060,383	-27.87	6,096,396	6,486,084	-6.01
Wedged	0	0	0.00	0	2,606	-100.00	18,425	24,834	-25.81
Sliced	241,185	240,900	0.12	1,767,579	1,974,062	-10.46	1,925,299	1,841,481	4.55
Chopped	3,024	12,777	-76.33	90,479	75,194	20.33	194,082	218,547	-11.19
Broken Pitted	0	0	0.00	0	0	0.00	27,331	50,802	-46.20
<b>Key Items</b>									
24/300 Pitted	163,243	338,438	-51.77	2,829,422	3,939,666	-28.18	5,735,602	6,138,963	-6.57
6/10 Pitted	0	20,409	-100.00	97,217	118,064	-17.66	338,743	331,438	2.20
6/10 Sliced	115,005	187,311	-38.60	1,079,211	1,157,007	-6.72	1,117,068	1,105,659	1.03
24/300 Whole	0	0	0.00	4,004	10,586	-62.18	15,759	26,728	-41.04
6/10 Whole	0	0	0.00	0	4,973	-100.00	3,106	6,493	-52.16
6/10 Wedged	0	0	0.00	0	2,606	-100.00	17,276	21,996	-21.46
2.25 Sliced	65,999	16,303	304.83	310,735	269,261	15.40	365,499	288,517	26.68
4.25 Chopped	3,024	10,768	-71.92	87,293	69,666	25.30	145,150	176,500	-17.76

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	8,280,398
Converted Storage	4,600,571
Approximate Supply*	12,880,969

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

Whole Canning Sizes	
Size	Tons
Small	3,436
Medium	7,510
Large	7,243
Ex. Large	4,288
Ex.Large Sev. "C"	381
Jumbo	1,394
Colossal	621
Super Colossal	182
Orchard Run	0
Total Canning	25,056
Limited	4,625
Total	29,681
Total Converted (*155)	4,600,571

**Packout - Month Ending December 31, 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	0	0					0
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	54,583	0				54,583	54,583
Large	0	85,041	0				85,041	85,041
Ex. Large	0	23,619	0				23,619	23,619
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	0	0				0	0
Total	0	163,243	0				163,243	
Conv. Total	0	163,243	0					163,243
Prior Year	20,409	338,438	2,653					361,500
<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	44,662	34,773	28,504	0	160,974		268,913	241,185
Chopped	0	0	0	3,902	0		3,902	3,024
Total	44,662	34,773	28,504	3,902	160,974		272,815	
Conv. Total	115,005	40,684	19,497	3,024	65,999			244,209
Prior Year	189,320	18,966	18,321	10,768	16,303			253,678
<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 407,452

\*Conversion factor changed as of December 2008.

Consumer	292,448
Food Service	115,005

**Cumulative Packout - Month Ending December 31, 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	10,586	0					15,559
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	7,522	8,705	0				16,227	24,719
Medium	35,545	700,712	0				736,257	776,387
Large	1,962	882,441	3,635				888,038	888,730
Ex. Large	634	1,089,139	0				1,089,773	1,090,489
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	57,190	0				57,190	57,190
Colossal	0	3,568	0				3,568	3,568
Sup. Colossal	0	624	0				624	624
Green Ripe Whole	0	87,043	0				87,043	87,043
<b>Total</b>	45,663	2,829,422	3,635				2,878,720	
<b>Conv. Total</b>	97,217	2,829,422	2,112					2,928,750
<b>Prior Year</b>	118,064	3,939,666	2,653					4,060,383
<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	419,111	132,243	325,889	0	757,891		1,635,134	1,767,579
Chopped	831	0	0	112,636	0		113,467	90,479
<b>Total</b>	419,942	132,243	325,889	112,636	757,891		1,748,601	
<b>Conv. Total</b>	1,082,397	154,724	222,908	87,293	310,735			1,858,057
<b>Prior Year</b>	1,165,141	128,942	418,852	69,666	269,261			2,051,862
<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 4,790,812

\*Conversion factor changed as of December 2008.

Consumer	3,611,199
Food Service	1,179,613

**Inventory - Month Ending December 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	321	0				321	321
Medium	0	1,204	0				1,204	1,204
Large	0	8,085	0				8,085	8,085
Ex. Large	0	2,371	0				2,371	2,371
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,459	1,847	0				3,306	4,953
Colossal	0	768	0				768	768
Super Colossal	0	1,163	0				1,163	1,163
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,459</b>	<b>15,759</b>	<b>0</b>				<b>17,218</b>	
<b>Conv. Total</b>	<b>3,106</b>	<b>15,759</b>	<b>0</b>					<b>18,865</b>
<b>Prior Year</b>	<b>6,493</b>	<b>26,728</b>	<b>0</b>					<b>33,221</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	9,557	180,756	6,360				196,673	204,798
Medium	79,985	1,254,626	8,244				1,342,855	1,429,704
Large	17,098	1,707,791	23,350				1,748,239	1,757,759
Ex. Large	37,892	1,945,870	0				1,983,762	2,026,542
Ex. Large Sev "C"	0	102	0				102	102
Jumbo	11,030	208,025	0				219,055	231,508
Colossal	3,547	149,679	0				153,226	157,231
Sup. Colossal	0	7,983	0				7,983	7,983
Green Ripe Whole	0	280,770	0				280,770	280,770
<b>Total</b>	<b>159,109</b>	<b>5,735,602</b>	<b>37,954</b>				<b>5,932,665</b>	
<b>Conv. Total</b>	<b>338,743</b>	<b>5,735,602</b>	<b>22,051</b>					<b>6,096,396</b>
<b>Prior Year</b>	<b>331,438</b>	<b>6,138,963</b>	<b>15,682</b>					<b>6,486,083</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	6,709	0	0	0	2,803		9,512	18,425
Sliced	433,813	187,170	327,109	0	891,461		1,839,553	1,925,299
Chopped	12,165	975	0	187,290	0		200,430	194,082
<b>Total</b>	<b>452,687</b>	<b>188,145</b>	<b>327,109</b>	<b>187,290</b>	<b>894,264</b>		<b>2,049,495</b>	
<b>Conv. Total</b>	<b>1,180,985</b>	<b>221,280</b>	<b>223,743</b>	<b>145,150</b>	<b>366,648</b>			<b>2,137,805</b>
<b>Prior Year</b>	<b>1,168,578</b>	<b>142,266</b>	<b>306,162</b>	<b>176,500</b>	<b>291,355</b>			<b>2,084,861</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	27,331					27,331	27,331
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>27,331</b>					<b>27,331</b>	
<b>Conv. Total</b>	<b>0</b>	<b>27,331</b>						<b>27,331</b>
<b>Prior Year</b>	<b>0</b>	<b>50,802</b>						<b>50,802</b>

Converted Total 8,280,398

\*Conversion factor changed as of December 2008.

Consumer	6,757,564
Food Service	1,522,834

**Sales - Month Ending December 31, 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	357	0				357	357
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	68	102	0				170	247
Colossal	0	204	0				204	204
Super Colossal	0	140	0				140	140
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	68	803	0				871	
Conv. Total	145	803	0					948
Prior Year	366	595	0					961
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,306	92,218	300				93,824	95,173
Medium	8,377	255,623	969				264,969	274,021
Large	1,367	390,961	1,182				393,510	394,558
Ex. Large	4,159	155,521	0				159,680	164,376
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,234	50,203	0				51,437	52,830
Colossal	50	10,911	0				10,961	11,017
Sup. Colossal	0	2,542	0				2,542	2,542
Green Ripe Whole	0	19,956	0				19,956	19,956
<b>Total</b>	16,493	977,935	2,451				996,879	
Conv. Total	35,114	977,935	1,424					1,014,473
Prior Year	32,097	801,423	1,501					835,021
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	854	0	0	0	420		1,274	2,371
Sliced	96,951	35,536	89,579	0	192,932		414,998	431,600
Chopped	132	0	0	32,406	0		32,538	25,621
<b>Total</b>	97,937	35,536	89,579	32,406	193,352		448,810	
Conv. Total	252,354	41,577	61,272	25,115	79,274			459,592
Prior Year	171,180	39,393	45,415	25,079	62,794			343,861
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	2,346					2,346	2,346
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	2,346					2,346	
Conv. Total	0	2,346						2,346
Prior Year	0	3,485						3,485

Converted Total 1,477,358

Consumer 1,189,746  
Food Service 287,612

**Cumulative Sales - Month Ending December 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	340	0				340	340
Large	0	4,871	0				4,871	4,871
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	587	510	0				1,097	1,760
Colossal	0	612	0				612	612
Super Colossal	0	217	0				217	217
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>587</b>	<b>7,162</b>	<b>0</b>				<b>7,749</b>	
<b>Conv. Total</b>	<b>1,250</b>	<b>7,162</b>	<b>0</b>					<b>8,412</b>
<b>Prior Year</b>	<b>1,354</b>	<b>5,594</b>	<b>0</b>					<b>6,948</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	7,032	365,671	2,490				375,193	382,089
Medium	40,735	1,033,075	5,822				1,079,632	1,123,182
Large	6,912	1,623,008	6,204				1,636,124	1,641,328
Ex. Large	16,897	612,859	0				629,756	648,833
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	5,391	188,845	0				194,236	200,322
Colossal	2,672	39,436	0				42,108	45,125
Sup. Colossal	0	6,382	0				6,382	6,382
Green Ripe Whole	0	74,711	0				74,711	74,711
<b>Total</b>	<b>79,639</b>	<b>3,943,987</b>	<b>14,516</b>				<b>4,038,142</b>	
<b>Conv. Total</b>	<b>169,551</b>	<b>3,943,987</b>	<b>8,434</b>					<b>4,121,972</b>
<b>Prior Year</b>	<b>152,477</b>	<b>3,778,431</b>	<b>7,886</b>					<b>3,938,794</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	3,964	0	0	0	1,419		5,383	10,789
Sliced	487,368	133,173	438,547	0	867,524		1,926,612	2,066,436
Chopped	2,195	1,020	0	146,328	0		149,543	124,217
<b>Total</b>	<b>493,527</b>	<b>134,193</b>	<b>438,547</b>	<b>146,328</b>	<b>868,943</b>		<b>2,081,538</b>	
<b>Conv. Total</b>	<b>1,273,596</b>	<b>158,209</b>	<b>299,966</b>	<b>113,404</b>	<b>356,267</b>			<b>2,201,442</b>
<b>Prior Year</b>	<b>1,136,579</b>	<b>132,392</b>	<b>266,584</b>	<b>115,198</b>	<b>340,093</b>			<b>1,990,846</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	10,340					10,340	10,340
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>10,340</b>					<b>10,340</b>	
<b>Conv. Total</b>	<b>0</b>	<b>10,340</b>						<b>10,340</b>
<b>Prior Year</b>	<b>0</b>	<b>14,695</b>						<b>14,695</b>

Converted Total 6,342,166

Consumer 4,897,769  
Food Service 1,444,397

**Consecutive Sales - 12 Months Month Ending December 31, 2014**

<b>RIPE WHOLE</b>	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	5,825	0				5,825	5,825
Ex. Large	0	816	0				816	816
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,345	1,326	0				2,671	4,190
Colossal	0	1,428	0				1,428	1,428
Super Colossal	0	319	0				319	319
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,345</b>	<b>10,700</b>	<b>0</b>				<b>12,045</b>	
<b>Conv. Total</b>	<b>2,864</b>	<b>10,700</b>	<b>0</b>					<b>13,564</b>
<b>Prior Year</b>	<b>3,036</b>	<b>8,970</b>	<b>0</b>					<b>12,006</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	15,025	734,786	5,420				755,231	769,923
Medium	95,508	2,108,973	12,066				2,216,547	2,319,320
Large	16,967	3,305,184	15,239				3,337,390	3,350,161
Ex. Large	38,769	1,277,717	0				1,316,486	1,360,256
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	11,271	379,107	0				390,378	403,103
Colossal	5,648	78,246	0				83,894	90,271
Sup. Colossal	0	13,428	0				13,428	13,428
Green Ripe Whole	0	171,350	0				171,350	171,350
<b>Total</b>	<b>183,188</b>	<b>8,068,791</b>	<b>32,725</b>				<b>8,284,704</b>	
<b>Conv. Total</b>	<b>390,007</b>	<b>8,068,791</b>	<b>19,013</b>					<b>8,477,811</b>
<b>Prior Year</b>	<b>384,261</b>	<b>7,771,736</b>	<b>20,417</b>					<b>8,176,414</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,171	0	0	0	4,299		14,470	27,953
Sliced	1,148,667	278,544	1,022,677	0	2,092,735		4,542,623	4,841,246
Chopped	7,066	1,700	0	336,532	0		345,298	291,898
<b>Total</b>	<b>1,165,904</b>	<b>280,244</b>	<b>1,022,677</b>	<b>336,532</b>	<b>2,097,034</b>		<b>4,902,391</b>	
<b>Conv. Total</b>	<b>3,011,099</b>	<b>329,891</b>	<b>699,511</b>	<b>260,812</b>	<b>859,784</b>			<b>5,161,098</b>
<b>Prior Year</b>	<b>2,863,601</b>	<b>268,875</b>	<b>651,327</b>	<b>285,078</b>	<b>822,684</b>			<b>4,891,565</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	22,988					22,988	22,988
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>22,988</b>					<b>22,988</b>	
<b>Conv. Total</b>	<b>0</b>	<b>22,988</b>						<b>22,988</b>
<b>Prior Year</b>	<b>0</b>	<b>29,004</b>						<b>29,004</b>

Converted Total 13,675,461

Consumer 10,271,491  
Food Service 3,403,970