



# 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: March 31, 2015 Released: May 6, 2015

### Summary Report - Sales Month Ending March 31, 2015 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	1,083,494	1,110,786	-2.46	9,133,119	8,810,516	3.66	13,607,181	13,082,104	4.01
<b>Markets</b>									
Consumer	794,039	822,050	-3.41	6,929,609	6,704,343	3.36	10,259,861	9,887,455	3.77
Food Service	289,455	288,736	0.25	2,203,510	2,106,173	4.62	3,347,320	3,194,649	4.78
<b>Styles</b>									
Whole	175	1,060	-83.53	9,270	9,938	-6.73	11,431	12,481	-8.41
Pitted	653,298	664,555	-1.69	5,725,938	5,578,081	2.65	8,442,490	8,189,812	3.09
Wedged	2,613	2,392	9.25	16,953	16,861	0.54	27,211	25,347	7.36
Sliced	404,507	415,333	-2.61	3,170,434	2,985,625	6.19	4,812,148	4,523,782	6.37
Chopped	21,609	24,998	-13.56	195,276	201,252	-2.97	290,067	303,607	-4.46
Broken Pitted	1,292	2,448	-47.22	15,248	18,758	-18.71	23,833	27,076	-11.98
<b>Key Items</b>									
24/300 Pitted	614,282	631,747	-2.76	5,450,201	5,325,515	2.34	8,027,921	7,794,940	2.99
6/10 Pitted	37,751	30,981	21.85	263,115	240,309	9.49	395,739	375,053	5.52
6/10 Sliced	247,875	250,542	-1.06	1,902,943	1,826,664	4.18	2,894,022	2,763,006	4.74
24/300 Whole	0	536	-100.00	7,554	7,720	-2.15	8,966	9,319	-3.79
6/10 Whole	175	524	-66.67	1,716	2,218	-22.65	2,465	3,162	-22.02
6/10 Wedged	2,531	2,261	11.96	16,076	15,795	1.78	25,580	23,592	8.43
2.25 Sliced	69,492	76,379	-9.02	553,147	540,012	2.43	854,924	824,807	3.65
4.25 Chopped	20,486	20,570	-0.41	171,620	177,668	-3.40	256,558	271,544	-5.52

VIC TOLOMEO, Director

JENNIFER VAN COURT - ANTHONY FISCHER - BONNIE SPENCER  
Statisticians – Estimates Group

Comments or questions should be directed to:

USDA-NASS  
Pacific Regional Field Office-California  
P.O. Box 1258, Sacramento, CA 95812  
Phone: (916) 498-5161 – Fax: (855) 270-2722

**Summary Report - Packout and Inventory**

**Month Ending March 31, 2015**

**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	787,030	1,486,754	-47.06	6,791,190	9,705,837	-30.03	8,220,525	9,292,861	-11.54
<b>Markets</b>									
Consumer	719,081	1,020,373	-29.53	5,231,804	7,428,159	-29.57	6,763,982	7,651,718	-11.60
Food Service	67,949	466,382	-85.43	1,559,386	2,277,678	-31.54	1,456,543	1,641,143	-11.25
<b>Styles</b>									
Whole	174,122	0	0.00	178,971	19,336	825.57	18,756	25,627	-26.81
Pitted	388,516	980,722	-60.38	3,986,000	6,266,927	-36.40	5,918,383	7,017,790	-15.67
Wedged	0	9,574	-100.00	0	12,180	-100.00	12,149	27,355	-55.59
Sliced	212,696	452,574	-53.00	2,485,737	3,256,306	-23.66	2,058,434	1,961,043	4.97
Chopped	11,696	43,463	-73.09	140,482	150,666	-6.76	190,493	214,443	-11.17
Broken Pitted	0	422	-100.00	0	422	-100.00	22,310	46,603	-52.13
<b>Key Items</b>									
24/300 Pitted	388,516	847,833	-54.18	3,875,582	5,922,414	-34.56	5,646,624	6,550,455	-13.80
6/10 Pitted	0	131,091	-100.00	103,963	333,778	-68.85	249,625	448,180	-44.30
6/10 Sliced	67,949	316,159	-78.51	1,448,329	1,900,108	-23.78	1,154,972	1,109,843	4.07
24/300 Whole	174,122	0	0.00	178,971	14,363	1146.06	16,118	20,179	-20.12
6/10 Whole	0	0	0.00	0	4,973	-100.00	2,638	5,448	-51.58
6/10 Wedged	0	9,574	-100.00	0	12,180	-100.00	11,374	24,947	-54.41
2.25 Sliced	86,154	100,243	-14.06	402,144	471,138	-14.64	318,026	288,572	10.21
4.25 Chopped	11,696	29,848	-60.82	130,949	118,422	10.58	149,443	156,973	-4.80

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

Approximate Supply in Converted Cases

Total Inventory*	8,220,525
Converted Storage	2,919,076
Approximate Supply*	11,139,601

**Storage Report  
Month Ending March 31, 2015**

Whole Canning Sizes	
Size	Tons
Small	1,728
Medium	4,202
Large	3,092
Ex. Large	3,461
Ex.Large Sev. "C"	381
Jumbo	1,383
Colossal	610
Super Colossal	182
Orchard Run	0
<b>Total Canning</b>	<b>15,039</b>
Limited	3,794
<b>Total</b>	<b>18,833</b>
<b>Total Converted (*155)</b>	<b>2,919,076</b>

**Packout - Month Ending March 31, 2015**

<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	28,851	0				28,851	28,851
Ex. Large	0	137,295	0				137,295	137,295
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	6,808	0				6,808	6,808
Colossal	0	1,168	0				1,168	1,168
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	0	174,122	0				174,122	
<b>Conv. Total</b>	0	174,122	0					174,122
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	14,086	0				14,086	14,086
Large	0	360,148	0				360,148	360,148
Ex. Large	0	14,282	0				14,282	14,282
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
<b>Total</b>	0	388,516	0				388,516	
<b>Conv. Total</b>	0	388,516	0					388,516
Prior Year	131,091	847,833	1,798					980,722
<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	26,388	50,080	0	0	210,131		286,599	212,696
Chopped	0	0	0	15,091	0		15,091	11,696
<b>Total</b>	26,388	50,080	0	15,091	210,131		301,690	
<b>Conv. Total</b>	67,949	58,594	0	11,696	86,154			224,392
Prior Year	335,291	19,680	20,548	29,848	100,243			505,610
<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	422						422

Converted Total 787,030

\*Conversion factor changed as of December 2008.

Consumer	719,081
Food Service	67,949

**Cumulative Packout - Month Ending March 31, 2015**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	845	0				845	845
Large	0	32,855	0				32,855	32,855
Ex. Large	0	137,295	0				137,295	137,295
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	6,808	0				6,808	6,808
Colossal	0	1,168	0				1,168	1,168
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	0	178,971	0				178,971	
<b>Conv. Total</b>	0	178,971	0					178,971
Prior Year	4,973	14,363	0					19,336
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	9,115	9,608	0				18,723	29,014
Medium	37,121	1,080,965	7,475				1,125,561	1,164,339
Large	1,962	1,457,064	3,635				1,462,661	1,463,353
Ex. Large	634	1,179,520	0				1,180,154	1,180,870
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>	48,832	3,875,582	11,110				3,935,524	
<b>Conv. Total</b>	103,963	3,875,582	6,455					3,986,000
Prior Year	333,778	5,922,414	10,735					6,266,927
<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	562,458	246,536	507,042	0	980,838		2,296,874	2,485,737
Chopped	1,850	1,038	0	168,967	0		171,855	140,482
<b>Total</b>	564,308	247,574	507,042	168,967	980,838		2,468,729	
<b>Conv. Total</b>	1,455,422	290,886	346,817	130,949	402,144			2,626,218
Prior Year	1,938,926	287,359	603,306	118,422	471,138			3,419,151
<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	422						422

Converted Total 6,791,190

\*Conversion factor changed as of December 2008.

Consumer	5,231,804
Food Service	1,559,386

**Inventory - Month Ending March 31, 2015**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	321	0				321	321
Medium	0	2,049	0				2,049	2,049
Large	0	7,702	0				7,702	7,702
Ex. Large	0	2,371	0				2,371	2,371
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,239	1,744	0				2,983	4,382
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>	1,239	16,118	0				17,357	
<b>Conv. Total</b>	2,638	16,118	0					18,756
<b>Prior Year</b>	5,448	20,179	0					25,627
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	7,164	153,230	5,720				166,114	171,805
Medium	57,447	1,347,829	13,485				1,418,761	1,477,968
Large	13,176	1,978,920	18,891				2,010,987	2,017,947
Ex. Large	28,710	1,626,588	0				1,655,298	1,687,712
Ex. Large Sev "C"	0	91	0				91	91
Jumbo	8,537	182,836	0				191,373	201,011
Colossal	2,216	111,316	0				113,532	116,034
Sup. Colossal	0	4,667	0				4,667	4,667
Green Ripe Whole	0	241,147	0				241,147	241,147
<b>Total</b>	117,250	5,646,624	38,096				5,801,970	
<b>Conv. Total</b>	249,625	5,646,624	22,134					5,918,383
<b>Prior Year</b>	448,180	6,550,455	19,155					7,017,790
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	4,417	0	0	0	1,890		6,307	12,149
Sliced	448,533	282,866	372,051	0	775,672		1,879,122	2,058,434
Chopped	9,894	1,326	0	192,830	0		204,050	190,493
<b>Total</b>	462,844	284,192	372,051	192,830	777,562		2,089,479	
<b>Conv. Total</b>	1,204,280	334,069	254,483	149,443	318,800			2,261,076
<b>Prior Year</b>	1,187,515	235,491	331,882	156,973	290,981			2,202,842
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	22,310					22,310	22,310
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	22,310					22,310	
<b>Conv. Total</b>	0	22,310						22,310
<b>Prior Year</b>	0	46,603						46,603

Converted Total 8,220,525

\*Conversion factor changed as of December 2008.

Consumer 6,763,982  
Food Service 1,456,543

**Sales - Month Ending March 31, 2015**

<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	82	0	0				82	175
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	82	0	0				82	
Conv. Total	175	0	0					175
Prior Year	524	536	0					1,060
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	660	43,896	100				44,656	45,359
Medium	10,852	179,308	621				190,781	202,773
Large	1,506	260,064	1,456				263,026	264,116
Ex. Large	3,245	86,797	0				90,042	93,706
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,088	20,980	0				22,068	23,296
Colossal	381	7,361	0				7,742	8,172
Sup. Colossal	0	548	0				548	548
Green Ripe Whole	0	15,328	0				15,328	15,328
Total	17,732	614,282	2,177				634,191	
Conv. Total	37,751	614,282	1,265					653,298
Prior Year	30,981	631,747	1,827					664,555
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	983	0	0	0	200		1,183	2,613
Sliced	96,262	22,971	88,106	0	169,492		376,831	404,507
Chopped	293	0	0	26,433	0		26,726	21,609
Total	97,538	22,971	88,106	26,433	169,692		404,740	
Conv. Total	251,529	26,876	60,265	20,486	69,574			428,729
Prior Year	257,231	22,209	66,203	20,570	76,510			442,724
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	1,292					1,292	1,292
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	1,292					1,292	
Conv. Total	0	1,292						1,292
Prior Year	0	2,448						2,448

Converted Total 1,083,494

Consumer 794,039  
Food Service 289,455

**Cumulative Sales - Month Ending March 31, 2015**

<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	5,161	0				5,161	5,161
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	806	612	0				1,418	2,328
Colossal	0	612	0				612	612
Super Colossal	0	217	0				217	217
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	806	7,554	0				8,360	
<b>Conv. Total</b>	1,716	7,554	0					9,270
<b>Prior Year</b>	2,218	7,720	0					9,938
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	11,004	474,643	3,130				488,777	499,889
Medium	64,635	1,446,547	8,091				1,519,273	1,588,856
Large	10,795	2,256,120	10,505				2,277,420	2,285,206
Ex. Large	25,593	849,908	0				875,501	904,395
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	7,661	244,937	0				252,598	261,247
Colossal	3,898	55,896	0				59,794	64,195
Sup. Colossal	0	8,321	0				8,321	8,321
Green Ripe Whole	0	113,829	0				113,829	113,829
<b>Total</b>	123,586	5,450,201	21,726				5,595,513	
<b>Conv. Total</b>	263,115	5,450,201	12,623					5,725,938
<b>Prior Year</b>	240,309	5,325,515	12,257					5,578,081
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	6,243	0	0	0	2,139		8,382	16,953
Sliced	739,007	210,204	684,804	0	1,349,138		2,983,153	3,170,434
Chopped	5,128	1,700	0	221,445	0		228,273	195,276
<b>Total</b>	750,378	211,904	684,804	221,445	1,351,277		3,219,808	
<b>Conv. Total</b>	1,938,680	249,934	468,406	171,620	554,024			3,382,663
<b>Prior Year</b>	1,863,646	199,523	421,823	177,668	541,078			3,203,738
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	15,248					15,248	15,248
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	15,248					15,248	
<b>Conv. Total</b>	0	15,248						15,248
<b>Prior Year</b>	0	18,758						18,758

Converted Total 9,133,119

Consumer 6,929,609  
Food Service 2,203,510

**Consecutive Sales - 12 Months Month Ending March 31, 2015**

<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	5,621	0				5,621	5,621
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,158	816	0				1,974	3,281
Colossal	0	816	0				816	816
Super Colossal	0	217	0				217	217
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,158</b>	<b>8,966</b>	<b>0</b>				<b>10,124</b>	
<b>Conv. Total</b>	<b>2,465</b>	<b>8,966</b>	<b>0</b>					<b>11,431</b>
<b>Prior Year</b>	<b>3,162</b>	<b>9,319</b>	<b>0</b>					<b>12,481</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	16,143	709,731	5,060				730,934	747,039
Medium	97,971	2,128,192	10,934				2,237,097	2,343,125
Large	16,644	3,315,600	16,417				3,348,661	3,360,573
Ex. Large	38,273	1,243,321	0				1,281,594	1,324,804
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	11,176	364,807	0				375,983	388,601
Colossal	5,673	79,580	0				85,253	91,658
Sup. Colossal	0	12,439	0				12,439	12,439
Green Ripe Whole	0	174,251	0				174,251	174,251
<b>Total</b>	<b>185,880</b>	<b>8,027,921</b>	<b>32,411</b>				<b>8,246,212</b>	
<b>Conv. Total</b>	<b>395,739</b>	<b>8,027,921</b>	<b>18,831</b>					<b>8,442,490</b>
<b>Prior Year</b>	<b>375,053</b>	<b>7,794,940</b>	<b>19,819</b>					<b>8,189,812</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,934	0	0	0	3,979		13,913	27,211
Sliced	1,123,892	299,564	1,041,976	0	2,085,181		4,550,613	4,812,148
Chopped	7,698	1,700	0	331,043	0		340,441	290,067
<b>Total</b>	<b>1,141,524</b>	<b>301,264</b>	<b>1,041,976</b>	<b>331,043</b>	<b>2,089,160</b>		<b>4,904,967</b>	
<b>Conv. Total</b>	<b>2,949,116</b>	<b>354,485</b>	<b>712,712</b>	<b>256,558</b>	<b>856,556</b>			<b>5,129,426</b>
<b>Prior Year</b>	<b>2,816,434</b>	<b>285,174</b>	<b>653,021</b>	<b>271,544</b>	<b>826,562</b>			<b>4,852,735</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	23,833					23,833	23,833
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>23,833</b>					<b>23,833</b>	
<b>Conv. Total</b>	<b>0</b>	<b>23,833</b>						<b>23,833</b>
<b>Prior Year</b>	<b>0</b>	<b>27,076</b>						<b>27,076</b>

Converted Total 13,607,181

Consumer 10,259,861  
Food Service 3,347,320