



California Monthly Olive Report



California Department of Food and Agriculture

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

Pacific Region Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · (916) 498-5186 Fax · www.nass.usda.gov/ca

Month Ending: July 31, 2013 Released: August 23, 2013

Summary Report - Sales Month Ending July 31, 2013 Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	12/13	11/12	Percent Change	12/13	11/12	Percent Change	12/13	11/12	Percent Change
Total	1,005,366	1,021,274	-1.56	13,229,112	13,711,742	-3.52	13,229,112	13,711,742	-3.52
Markets									
Consumer	734,611	742,701	-1.09	9,866,089	10,098,543	-2.30	9,866,089	10,098,543	-2.30
Food Service	270,755	278,573	-2.81	3,363,023	3,613,199	-6.92	3,363,023	3,613,199	-6.92
Styles									
Whole	1,168	1,571	-25.66	12,425	13,782	-9.85	12,425	13,782	-9.85
Pitted	586,311	605,504	-3.17	8,235,685	8,544,357	-3.61	8,235,685	8,544,357	-3.61
Wedged	2,034	2,603	-21.85	24,634	29,389	-16.18	24,634	29,389	-16.18
Sliced	390,738	377,112	3.61	4,601,619	4,772,494	-3.58	4,601,619	4,772,494	-3.58
Chopped	22,820	32,532	-29.85	331,189	334,666	-1.04	331,189	334,666	-1.04
Broken Pitted	2,295	1,951	17.63	23,561	17,055	38.15	23,561	17,055	38.15
Key Items									
24/300 Pitted	550,319	571,779	-3.75	7,823,971	8,090,335	-3.29	7,823,971	8,090,335	-3.29
6/10 Pitted	33,979	31,620	7.46	389,662	431,112	-9.61	389,662	431,112	-9.61
6/10 Sliced	233,722	238,960	-2.19	2,921,981	3,122,780	-6.43	2,921,981	3,122,780	-6.43
24/300 Whole	757	1,043	-27.42	9,374	9,745	-3.81	9,374	9,745	-3.81
6/10 Whole	411	528	-22.18	3,051	4,037	-24.43	3,051	4,037	-24.43
6/10 Wedged	1,903	2,423	-21.46	23,051	27,470	-16.09	23,051	27,470	-16.09
2.25 Sliced	72,518	70,272	3.20	826,081	870,786	-5.13	826,081	870,786	-5.13
4.25 Chopped	21,601	27,302	-20.88	296,769	304,098	-2.41	296,769	304,098	-2.41

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Summary Report - Packout and Inventory

Month Ending July 31, 2013

Converted 24/300 Case Basis

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	12/13	11/12	Percent Change	12/13	11/12	Percent Change	12/13	11/12	Percent Change
Total	568,444	906,182	-37.27	13,352,970	14,851,598	-10.09	8,592,304	8,466,875	1.48
Markets									
Consumer	547,186	710,888	-23.03	11,055,032	10,554,019	4.75	7,006,129	5,838,592	20.00
Food Service	21,258	195,294	-89.11	2,297,938	4,297,579	-46.53	1,586,175	2,628,283	-39.65
Styles									
Whole	0	0	---	22,252	15,654	42.15	26,716	18,388	45.29
Pitted	460,315	491,826	-6.41	9,720,228	8,825,653	10.14	6,409,636	4,995,967	28.30
Wedged	0	368	-100.00	40,161	31,057	29.31	33,237	18,106	83.57
Sliced	96,926	384,444	-74.79	3,250,916	5,529,492	-41.21	1,784,479	3,056,921	-41.62
Chopped	11,203	29,543	-62.08	311,609	393,348	-20.78	273,032	296,362	-7.87
Broken Pitted	0	0	---	7,803	56,395	-86.16	65,205	81,131	-19.63
Key Items									
24/300 Pitted	455,995	483,040	-5.60	9,237,611	8,395,021	10.04	6,017,004	4,665,247	28.98
6/10 Pitted	4,320	8,786	-50.83	458,289	403,137	13.68	371,672	311,873	19.17
6/10 Sliced	16,938	186,139	-90.90	1,752,007	3,845,435	-54.44	1,134,481	2,268,794	-50.00
24/300 Whole	0	0	---	18,831	12,954	45.37	22,943	14,094	62.79
6/10 Whole	0	0	---	3,421	2,700	26.71	3,773	4,294	-12.14
6/10 Wedged	0	368	---	36,676	28,724	27.68	29,759	16,611	79.15
2.25 Sliced	68,134	71,416	-4.60	822,992	755,425	8.94	366,851	329,720	11.26
4.25 Chopped	11,203	29,543	-62.08	260,426	375,765	-30.69	225,100	261,027	-13.76

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

Approximate Supply in Converted Cases

Total Inventory*	8,592,304
Converted Storage	2,431,669
Approximate Supply*	11,023,974

**Storage Report
Month Ending July 31, 2013**

Whole Canning Sizes	
Size	Tons
Small	2,266
Medium	3,549
Large	1,241
Ex. Large	595
Ex. Large Sev. "C"	498
Jumbo	1,057
Colossal	2,160
Super Colossal	201
Orchard Run	0
Total Canning	11,567
Limited	4,122
Total	15,688
Total Converted (*155)	2,431,669

Packout - Month Ending July 31, 2013

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	0	0					0
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	197,744	0				197,744	197,744
Large	0	80,521	0				80,521	80,521
Ex. Large	2,029	177,730	0				179,759	182,050
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	2,029	455,995	0				458,024	
Conv. Total	4,320	455,995	0					460,315
Prior Year	8,786	483,040	0					491,826
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	6,578	10,131	0	0	166,181		182,890	96,926
Chopped	0	0	0	14,456	0		14,456	11,203
Total	6,578	10,131	0	14,456	166,181		197,346	
Conv. Total	16,938	11,853	0	11,203	68,134			108,129
Prior Year	186,507	39,070	87,819	29,543	71,416			414,355
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 568,444

*Conversion factor changed as of December 2008.

Consumer	547,186
Food Service	21,258

Cumulative Packout - Month Ending July 31, 2013

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	324	0				324	324
Medium	0	2,912	0				2,912	2,912
Large	0	7,710	0				7,710	7,710
Ex. Large	443	4,408	0				4,851	5,351
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,164	0	0				1,164	2,478
Colossal	0	2,069	0				2,069	2,069
Super Colossal	0	1,408	0				1,408	1,408
Green Ripe Whole	0	0	0				0	0
Total	1,607	18,831	0				20,438	
Conv. Total	3,421	18,831	0					22,252
Prior Year	2,700	12,954	0					15,654
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	298,933	6,087				305,020	302,470
Medium	123,287	2,034,223	17,313				2,174,823	2,306,760
Large	23,141	2,935,203	18,474				2,976,818	2,995,204
Ex. Large	52,036	3,649,965	0				3,702,001	3,760,750
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	13,140	182,044	0				195,184	210,019
Colossal	3,656	57,045	0				60,701	64,829
Sup. Colossal	0	7,898	0				7,898	7,898
Green Ripe Whole	0	72,300	0				72,300	72,300
Total	215,260	9,237,611	41,874				9,494,745	
Conv. Total	458,289	9,237,611	24,329					9,720,228
Prior Year	403,137	8,395,021	27,495					8,825,653
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	14,243	0	0	0	8,501		22,744	40,161
Sliced	680,391	122,533	778,587	0	2,007,298		3,588,809	3,250,916
Chopped	12,401	1,548	0	336,033	0		349,982	311,609
Total	707,035	124,081	778,587	336,033	2,015,799		3,961,535	
Conv. Total	1,836,228	147,001	532,554	260,426	826,478			3,602,686
Prior Year	3,891,742	303,858	624,773	375,765	757,757			5,953,895
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	7,803					7,803	7,803
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	7,803					7,803	
Conv. Total	0	7,803						7,803
Prior Year	0	56,395						56,395

Converted Total 13,352,970

*Conversion factor changed as of December 2008.

Consumer 11,055,032
Food Service 2,297,938

Inventory - Month Ending July 31, 2013

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	422	0				422	422
Medium	0	1,780	0				1,780	1,780
Large	0	8,433	0				8,433	8,433
Ex. Large	0	4,157	0				4,157	4,157
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,660	2,161	0				3,821	5,695
Colossal	112	3,717	0				3,829	3,955
Super Colossal	0	2,273	0				2,273	2,273
Green Ripe Whole	0	0	0				0	0
Total	1,772	22,943	0				24,715	
Conv. Total	3,773	22,943	0					26,716
Prior Year	4,294	14,094	0					18,388
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	5,321	476,530	6,140				487,991	491,426
Medium	71,703	1,116,576	16,755				1,205,034	1,278,966
Large	17,329	1,736,879	13,180				1,767,388	1,781,430
Ex. Large	53,793	2,035,577	0				2,089,370	2,150,102
Ex. Large Sev "C"	0	23,898	0				23,898	23,898
Jumbo	22,168	356,557	0				378,725	403,753
Colossal	4,014	84,557	0				88,571	93,103
Sup. Colossal	248	61,213	0				61,461	61,741
Green Ripe Whole	0	125,217	0				125,217	125,217
Total	174,576	6,017,004	36,075				6,227,655	
Conv. Total	371,672	6,017,004	20,960					6,409,636
Prior Year	311,873	4,665,247	18,847					4,995,967
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	11,557	0	0	0	8,483		20,040	33,237
Sliced	440,575	107,833	229,507	0	894,758		1,672,673	1,784,479
Chopped	12,123	328	554	290,452	0		303,457	273,032
Total	464,255	108,161	230,061	290,452	903,241		1,996,170	
Conv. Total	1,210,719	126,935	157,664	225,100	370,329			2,090,748
Prior Year	2,312,105	205,091	261,952	261,027	331,214			3,371,389
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	65,194					65,199	65,205
Bkn. Pitted Green Ripe	0	0					0	0
Total	5	65,194					65,199	
Conv. Total	11	65,194						65,205
Prior Year	11	81,120						81,131

Converted Total 8,592,304

*Conversion factor changed as of December 2008.

Consumer 7,006,129
Food Service 1,586,175

Sales - Month Ending July 31, 2013

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	272	0				272	272
Large	0	349	0				349	349
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	193	0	0				193	411
Colossal	0	102	0				102	102
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
Total	193	757	0				950	
Conv. Total	411	757	0					1,168
Prior Year	528	1,043	0					1,571
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,555	60,880	800				63,235	64,655
Medium	8,242	150,766	1,065				160,073	168,932
Large	1,539	211,050	1,600				214,189	215,256
Ex. Large	3,379	80,860	0				84,239	88,054
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	696	28,443	0				29,139	29,925
Colossal	549	4,864	0				5,413	6,033
Sup. Colossal	0	978	0				978	978
Green Ripe Whole	0	12,478	0				12,478	12,478
Total	15,960	550,319	3,465				569,744	
Conv. Total	33,979	550,319	2,013					586,311
Prior Year	31,620	571,779	2,106					605,505
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	739	0	0	0	320		1,059	2,034
Sliced	90,766	22,282	85,420	0	176,874		375,342	390,738
Chopped	193	204	0	27,872	0		28,269	22,820
Total	91,698	22,486	85,420	27,872	177,194		404,670	
Conv. Total	236,365	26,549	58,427	21,601	72,650			415,592
Prior Year	246,425	15,128	52,941	27,302	70,452			412,248
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	2,295					2,295	2,295
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	2,295					2,295	
Conv. Total	0	2,295						2,295
Prior Year	0	1,951						1,951

Converted Total 1,005,366

Consumer 734,611
Food Service 270,755

Cumulative Sales - Month Ending July 31, 2013

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	1,088	0				1,088	1,088
Large	0	5,829	0				5,829	5,829
Ex. Large	0	204	0				204	204
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,433	816	0				2,249	3,867
Colossal	0	961	0				961	961
Super Colossal	0	374	0				374	374
Green Ripe Whole	0	0	0				0	0
Total	1,433	9,374	0				10,807	
Conv. Total	3,051	9,374	0					12,425
Prior Year	4,037	9,745	0					13,782
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	11,616	881,228	5,700				898,544	909,270
Medium	94,134	2,064,888	16,798				2,175,820	2,275,059
Large	20,388	2,973,334	15,457				3,009,179	3,025,721
Ex. Large	38,122	1,067,142	0				1,105,264	1,148,304
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	12,767	587,102	0				599,869	614,283
Colossal	5,999	80,958	0				86,957	93,730
Sup. Colossal	0	11,013	0				11,013	11,013
Green Ripe Whole	0	158,306	0				158,306	158,306
Total	183,026	7,823,971	37,955				8,044,952	
Conv. Total	389,662	7,823,971	22,052					8,235,685
Prior Year	431,112	8,090,335	22,910					8,544,357
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	8,952	0	0	0	3,860		12,812	24,634
Sliced	1,134,750	188,179	926,004	0	2,014,832		4,263,765	4,601,619
Chopped	6,593	790	5,923	382,928	0		396,234	331,189
Total	1,150,295	188,969	931,927	382,928	2,018,692		4,672,811	
Conv. Total	2,970,310	222,026	640,672	296,769	827,664			4,957,441
Prior Year	3,178,050	174,020	607,675	304,098	872,705			5,136,548
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	23,561					23,561	23,561
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	23,561					23,561	
Conv. Total	0	23,561						23,561
Prior Year	0	17,055						17,055

Converted Total 13,229,112

Consumer 9,866,089
Food Service 3,363,023

Consecutive Sales - 12 Months Month Ending July 31, 2013

RIPE WHOLE	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	1,088	0				1,088	1,088
Large	0	5,829	0				5,829	5,829
Ex. Large	0	204	0				204	204
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,433	816	0				2,249	3,867
Colossal	0	961	0				961	961
Super Colossal	0	374	0				374	374
Green Ripe Whole	0	0	0				0	0
Total	1,433	9,374	0				10,807	
Conv. Total	3,051	9,374	0					12,425
Prior Year	4,037	9,745	0					13,782
RIPE PITTED	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	11,616	881,228	5,700				898,544	909,270
Medium	94,134	2,064,888	16,798				2,175,820	2,275,059
Large	20,388	2,973,334	15,457				3,009,179	3,025,721
Ex. Large	38,122	1,067,142	0				1,105,264	1,148,304
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	12,767	587,102	0				599,869	614,283
Colossal	5,999	80,958	0				86,957	93,730
Sup. Colossal	0	11,013	0				11,013	11,013
Green Ripe Whole	0	158,306	0				158,306	158,306
Total	183,026	7,823,971	37,955				8,044,952	
Conv. Total	389,662	7,823,971	22,052					8,235,685
Prior Year	431,112	8,090,335	22,910					8,544,357
LIMITED	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	8,952	0	0	0	3,860		12,812	24,634
Sliced	1,134,750	188,179	926,004	0	2,014,832		4,263,765	4,601,619
Chopped	6,593	790	5,923	382,928	0		396,234	331,189
Total	1,150,295	188,969	931,927	382,928	2,018,692		4,672,811	
Conv. Total	2,970,310	222,026	640,672	296,769	827,664			4,957,441
Prior Year	3,178,050	174,020	607,675	304,098	872,705			5,136,548
BROKEN PITTED	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	23,561					23,561	23,561
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	23,561					23,561	
Conv. Total	0	23,561						23,561
Prior Year	0	17,055						17,055

Converted Total 13,229,112

Consumer 9,866,089
Food Service 3,363,023