



# California Monthly Olive Report

Cooperating with the California Department of Food and Agriculture  
California Field Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · (916) 498-5186 Fax · www.nass.usda.gov/ca

Month Ending May 31, 2011 Released: June 21, 2011

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**Summary Report - Sales**  
**Month Ending May 31, 2011**  
**Converted 24/300 Case Basis**

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	10/11	09/10	Percent Change	10/11	09/10	Percent Change	10/11	09/10	Percent Change
Total	992,934	1,052,677	-5.68	10,779,177	10,902,221	-1.13	13,023,853	13,216,181	-1.46
<b>Markets</b>									
Consumer	726,647	804,105	-9.63	8,234,337	8,286,007	-0.62	9,942,275	10,000,377	-0.58
Food Service	266,287	248,572	7.13	2,544,839	2,616,214	-2.73	3,081,578	3,215,804	-4.17
<b>Styles</b>									
Whole	715	1,714	-58.26	12,012	15,259	-21.28	14,917	17,588	-15.19
Pitted	611,061	676,913	-9.73	6,980,512	6,946,714	0.49	8,390,066	8,357,354	0.39
Wedged	2,118	2,620	-19.15	22,621	29,371	-22.98	27,892	36,243	-23.04
Sliced	350,128	343,115	2.04	3,469,600	3,590,003	-3.35	4,226,981	4,395,636	-3.84
Chopped	28,112	27,101	3.73	280,310	294,157	-4.71	346,953	372,607	-6.89
Broken Pitted	799	1,213	-34.15	14,121	26,717	-47.15	17,044	36,752	-53.62
<b>Key Items</b>									
24/300 Pitted	575,454	636,509	-9.59	6,599,931	6,543,328	0.87	7,926,349	7,848,825	0.99
6/10 Pitted	33,677	38,867	-13.35	357,736	383,948	-6.83	436,615	484,282	-9.84
6/10 Sliced	228,318	202,910	12.52	2,140,301	2,182,794	-1.95	2,587,288	2,662,468	-2.82
24/300 Whole	332	1,309	-74.64	8,806	10,718	-17.84	10,565	12,061	-12.40
6/10 Whole	383	405	-5.26	3,206	4,541	-29.40	4,352	5,527	-21.26
6/10 Wedged	1,954	2,374	-17.68	20,899	27,403	-23.74	25,760	33,619	-23.38
2.25 Sliced	56,854	75,793	-24.99	692,014	769,526	-10.07	856,987	943,261	-9.15
4.25 Chopped	26,157	23,091	13.28	254,857	274,536	-7.17	316,635	338,841	-6.55

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**Summary Report - Packout and Inventory**

**Month Ending May 31, 2011**

**Converted 24/300 Case Basis**

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	10/11	09/10	Percent Change	10/11	09/10	Percent Change	10/11	09/10	Percent Change
Total	1,888,013	1,285,377	46.88	13,793,061	9,338,330	47.70	7,250,356	4,676,096	55.05
<b>Markets</b>									
Consumer	1,403,218	946,354	48.28	10,547,695	6,964,792	51.44	5,233,061	3,543,167	47.69
Food Service	484,795	339,023	43.00	3,245,367	2,373,538	36.73	2,017,295	1,132,929	78.06
<b>Styles</b>									
Whole	1,062	2,040	-47.94	17,672	20,346	-13.14	21,394	19,810	7.99
Pitted	1,028,056	775,960	32.49	8,713,676	5,838,782	49.24	4,464,336	3,157,539	41.39
Wedged	0	0	0.00	0	0	0.00	23,216	38,402	-39.55
Sliced	808,597	485,999	66.38	4,633,278	3,304,583	40.21	2,465,821	1,289,512	91.22
Chopped	45,193	21,378	111.40	398,398	159,872	149.20	245,665	166,544	47.51
Broken Pitted	5,105	0	0.00	30,037	14,747	103.68	29,924.65	4,289.65	597.60
<b>Key Items</b>									
24/300 Pitted	912,181	721,711	26.39	8,260,096	5,524,783	49.51	4,155,604	2,880,754	44.25
6/10 Pitted	115,875	54,249	113.60	433,332	303,268	42.89	290,702	256,474	13.35
6/10 Sliced	368,920	284,774	29.55	2,781,420	2,046,909	35.88	1,663,460	796,100	108.95
24/300 Whole	1,062	2,040	-47.94	17,672	11,730	50.66	18,111	12,133	49.27
6/10 Whole	0	0	0.00	0	8,616	-100.00	3,283	7,677	-57.24
6/10 Wedged	0	0	0.00	0	0	0.00	21,718	37,762	-42.49
2.25 Sliced	123,177	88,280	39.53	879,035	659,698	33.25	464,607	200,284	131.97
4.25 Chopped	45,193	21,378	111.40	365,217	144,198	153.27	195,660	119,537	63.68

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	7,250,356
Converted Storage	14,820,978
Approximate Supply*	22,071,334

**Storage Report  
Month Ending May 31, 2011**

Whole Canning Sizes	
Size	Tons
Small	31,296
Medium	12,169
Large	10,277
Ex. Large	2,589
Ex. Large Sev. "C"	2,009
Jumbo	5,852
Colossal	3,006
Super Colossal	476
Orchard Run	0
Total Canning	67,673
Limited	27,946
Total	95,619
Total Converted (*155)	14,820,978

**Packout - Month Ending May 31, 2011**

<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	1,062	0				1,062	1,062
Green Ripe Whole	0	0	0				0	0
Total	0	1,062	0				1,062	
Conv. Total	0	1,062	0					1,062
Prior Year	0	2,040	0					2,040
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,201	80,732	0				81,933	83,289
Medium	15,530	259,638	0				275,168	292,701
Large	2,151	270,697	0				272,848	275,276
Ex. Large	32,991	244,220	0				277,211	314,458
Ex. Large Sev "C"	0	5,602	0				5,602	5,602
Jumbo	2,554	26,078	0				28,632	31,515
Colossal	0	22,786	0				22,786	22,786
Sup. Colossal	0	2,428	0				2,428	2,428
Green Ripe Whole	0	0	0				0	0
Total	54,427	912,181	0				966,608	
Conv. Total	115,875	912,181	0					1,028,056
Prior Year	54,249	721,711	0					775,960
<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	143,270	30,976	409,734	0	300,431		884,411	808,597
Chopped	0	0	0	58,314	0		58,314	45,193
Total	143,270	30,976	409,734	58,314	300,431		942,725	
Conv. Total	368,920	36,242	280,258	45,193	123,177			853,790
Prior Year	284,774	41,877	71,068	21,378	88,280			507,377
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	5,105					5,105	5,105
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	5,105					5,105	
Conv. Total	0	5,105						5,105
Prior Year	0	0						0

Converted Total 1,888,013

\*Conversion factor changed as of December 2008.

Consumer 1,403,218  
Food Service 484,795

**Cumulative Packout - Month Ending May 31, 2011**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,178	0				1,178	1,178
Large	0	5,991	0				5,991	5,991
Ex. Large	0	3,561	0				3,561	3,561
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	686	0				686	686
Colossal	0	2,999	0				2,999	2,999
Super Colossal	0	3,257	0				3,257	3,257
Green Ripe Whole	0	0	0				0	0
Total	0	17,672	0				17,672	
Conv. Total	0	17,672	0					17,672
Prior Year	8,616	11,730	0					20,346
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	5,875	482,961	6,725				495,561	499,376
Medium	92,918	2,779,643	12,591				2,885,152	2,984,781
Large	25,118	2,585,383	15,534				2,626,035	2,647,884
Ex. Large	72,024	1,720,248	0				1,792,272	1,873,587
Ex. Large Sev "C"	0	11,772	0				11,772	11,772
Jumbo	5,325	237,010	0				242,335	248,347
Colossal	2,278	284,210	0				286,488	289,060
Sup. Colossal	0	104,171	0				104,171	104,171
Green Ripe Whole	0	54,698	0				54,698	54,698
Total	203,538	8,260,096	34,850				8,498,484	
Conv. Total	433,332	8,260,096	20,248					8,713,676
Prior Year	303,268	5,524,783	10,731					5,838,782
<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	1,080,163	153,151	1,160,287	0	2,143,989		4,537,590	4,633,278
Chopped	7,985	1,092	0	471,248	0		480,325	398,398
Total	1,088,148	154,243	1,160,287	471,248	2,143,989		5,017,915	
Conv. Total	2,812,034	181,753	793,636	365,217	879,035			5,031,676
Prior Year	2,061,654	103,658	495,247	144,198	659,698			3,464,455
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	30,037					30,037	30,037
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	30,037					30,037	
Conv. Total	0	30,037						30,037
Prior Year	0	14,747						14,747

Converted Total 13,793,061

\*Conversion factor changed as of December 2008.

Consumer 10,547,695  
Food Service 3,245,367

**Inventory - Month Ending May 31, 2011**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	3,016	0				3,016	3,016
Large	0	7,994	0				7,994	7,994
Ex. Large	0	1,832	0				1,832	1,832
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,186	627	0				1,813	3,152
Colossal	356	2,525	0				2,881	3,283
Super Colossal	0	2,117	0				2,117	2,117
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,542</b>	<b>18,111</b>	<b>0</b>				<b>19,653</b>	
Conv. Total	3,283	18,111	0					21,394
Prior Year	7,677	12,133	0					19,810
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	5,240	242,467	4,310				252,017	256,127
Medium	55,420	1,155,313	17,892				1,228,625	1,283,697
Large	9,742	1,244,329	8,830				1,262,901	1,270,200
Ex. Large	54,349	758,908	0				813,257	874,617
Ex. Large Sev "C"	0	5,949	0				5,949	5,949
Jumbo	8,916	317,084	0				326,000	336,066
Colossal	2,877	230,620	0				233,497	236,745
Sup. Colossal	0	113,527	0				113,527	113,527
Green Ripe Whole	0	87,407	0				87,407	87,407
<b>Total</b>	<b>136,544</b>	<b>4,155,604</b>	<b>31,032</b>				<b>4,323,180</b>	
Conv. Total	290,702	4,155,604	18,030					4,464,336
Prior Year	256,474	2,880,754	20,311					3,157,539
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	8,434	0	0	0	3,654		12,088	23,216
Sliced	646,004	82,247	353,106	0	1,133,188		2,214,545	2,465,821
Chopped	9,943	1,505	6,786	252,465	0		270,699	245,665
<b>Total</b>	<b>664,381</b>	<b>83,752</b>	<b>359,892</b>	<b>252,465</b>	<b>1,136,842</b>		<b>2,497,332</b>	
Conv. Total	1,723,299	99,766	249,871	195,660	466,105			2,734,702
Prior Year	868,767	74,488	230,743	119,537	200,923			1,494,458
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	29,914					29,919	29,925
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>5</b>	<b>29,914</b>					<b>29,919</b>	
Conv. Total	11	29,914						29,925
Prior Year	11	4,279						4,290

Converted Total 7,250,356

\*Conversion factor changed as of December 2008.

Consumer	5,233,061
Food Service	2,017,295

**Sales - Month Ending May 31, 2011**

<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	247	0				247	247
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	180	0	0				180	383
Colossal	0	0	0				0	0
Super Colossal	0	85	0				85	85
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	180	332	0				512	
<b>Conv. Total</b>	383	332	0					715
<b>Prior Year</b>	405	1,309	0					1,714
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	605	66,980	500				68,085	68,559
Medium	9,087	151,612	1,538				162,237	171,852
Large	2,121	233,375	1,285				236,781	238,637
Ex. Large	2,394	80,919	0				83,313	86,016
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,153	29,247	0				30,400	31,702
Colossal	458	6,735	0				7,193	7,710
Sup. Colossal	0	523	0				523	523
Green Ripe Whole	0	6,063	0				6,063	6,063
<b>Total</b>	15,818	575,454	3,323				594,595	
<b>Conv. Total</b>	33,677	575,454	1,931					611,061
<b>Prior Year</b>	38,867	636,509	1,537					676,913
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	759	0	0	0	400		1,159	2,118
Sliced	88,667	12,031	74,386	0	138,668		313,752	350,128
Chopped	510	0	0	33,751	0		34,261	28,112
<b>Total</b>	89,936	12,031	74,386	33,751	139,068		349,172	
<b>Conv. Total</b>	232,227	14,076	50,880	26,157	57,018			380,358
<b>Prior Year</b>	209,295	9,545	54,868	23,091	76,039			372,837
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	799					799	799
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	799					799	
<b>Conv. Total</b>	0	799						799
<b>Prior Year</b>	6	1,207						1,213

Converted Total 992,934

Consumer 726,647  
Food Service 266,287

**Cumulative Sales - Month Ending May 31, 2011**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,411	0				2,411	2,411
Large	0	3,078	0				3,078	3,078
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,394	1,170	0				2,564	4,138
Colossal	112	1,122	0				1,234	1,360
Super Colossal	0	311	0				311	311
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,506</b>	<b>8,806</b>	<b>0</b>				<b>10,312</b>	
<b>Conv. Total</b>	<b>3,206</b>	<b>8,806</b>	<b>0</b>					<b>12,012</b>
<b>Prior Year</b>	<b>4,541</b>	<b>10,718</b>	<b>0</b>					<b>15,259</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,416	617,113	4,920				625,449	627,244
Medium	91,144	1,982,152	14,845				2,088,141	2,184,823
Large	20,044	2,648,668	19,556				2,688,268	2,702,704
Ex. Large	36,371	882,785	0				919,156	960,219
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	12,252	320,848	0				333,100	346,933
Colossal	4,803	61,206	0				66,009	71,432
Sup. Colossal	0	14,098	0				14,098	14,098
Green Ripe Whole	0	73,061	0				73,061	73,061
<b>Total</b>	<b>168,030</b>	<b>6,599,931</b>	<b>39,321</b>				<b>6,807,282</b>	
<b>Conv. Total</b>	<b>357,736</b>	<b>6,599,931</b>	<b>22,846</b>					<b>6,980,512</b>
<b>Prior Year</b>	<b>383,948</b>	<b>6,543,328</b>	<b>19,438</b>					<b>6,946,714</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	8,116	0	0	0	4,200		12,316	22,621
Sliced	831,185	116,696	732,091	0	1,687,839		3,367,811	3,469,600
Chopped	5,920	1,168	9	328,848	0		335,945	280,310
<b>Total</b>	<b>845,221</b>	<b>117,864</b>	<b>732,100</b>	<b>328,848</b>	<b>1,692,039</b>		<b>3,716,072</b>	
<b>Conv. Total</b>	<b>2,183,897</b>	<b>139,279</b>	<b>500,761</b>	<b>254,857</b>	<b>693,736</b>			<b>3,772,531</b>
<b>Prior Year</b>	<b>2,227,412</b>	<b>93,863</b>	<b>546,226</b>	<b>274,536</b>	<b>771,494</b>			<b>3,913,531</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	14,121					14,121	14,121
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>14,121</b>					<b>14,121</b>	
<b>Conv. Total</b>	<b>0</b>	<b>14,121</b>						<b>14,121</b>
<b>Prior Year</b>	<b>313</b>	<b>26,404</b>						<b>26,717</b>

Converted Total 10,779,177

Consumer 8,234,337  
Food Service 2,544,839

**Consecutive Sales - 12 Months Month Ending May 31, 2011**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	2,615	0				2,615	2,615
Large	0	4,354	0				4,354	4,354
Ex. Large	0	612	0				612	612
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,932	1,346	0				3,278	5,459
Colossal	112	1,208	0				1,320	1,446
Super Colossal	0	328	0				328	328
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,044</b>	<b>10,565</b>	<b>0</b>				<b>12,609</b>	
<b>Conv. Total</b>	<b>4,352</b>	<b>10,565</b>	<b>0</b>					<b>14,917</b>
<b>Prior Year</b>	<b>5,527</b>	<b>12,061</b>	<b>0</b>					<b>17,588</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,956	753,124	6,220				763,300	765,160
Medium	112,040	2,380,390	17,721				2,510,151	2,629,219
Large	26,461	3,180,878	22,705				3,230,044	3,250,405
Ex. Large	42,086	1,052,911	0				1,094,997	1,142,512
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	14,915	386,344	0				401,259	418,098
Colossal	5,622	73,497	0				79,119	85,466
Sup. Colossal	0	15,884	0				15,884	15,884
Green Ripe Whole	0	83,321	0				83,321	83,321
<b>Total</b>	<b>205,080</b>	<b>7,926,349</b>	<b>46,646</b>				<b>8,178,075</b>	
<b>Conv. Total</b>	<b>436,615</b>	<b>7,926,349</b>	<b>27,101</b>					<b>8,390,066</b>
<b>Prior Year</b>	<b>484,282</b>	<b>7,848,825</b>	<b>24,248</b>					<b>8,357,354</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,004	0	0	0	5,200		15,204	27,892
Sliced	1,004,772	131,407	919,531	0	2,090,213		4,145,923	4,226,981
Chopped	7,189	1,168	9	408,561	0		416,927	346,953
<b>Total</b>	<b>1,021,965</b>	<b>132,575</b>	<b>919,540</b>	<b>408,561</b>	<b>2,095,413</b>		<b>4,578,054</b>	
<b>Conv. Total</b>	<b>2,640,611</b>	<b>156,491</b>	<b>628,970</b>	<b>316,635</b>	<b>859,119</b>			<b>4,601,826</b>
<b>Prior Year</b>	<b>2,725,632</b>	<b>116,020</b>	<b>678,110</b>	<b>338,841</b>	<b>945,885</b>			<b>4,804,487</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	17,044					17,044	17,044
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>17,044</b>					<b>17,044</b>	
<b>Conv. Total</b>	<b>0</b>	<b>17,044</b>						<b>17,044</b>
<b>Prior Year</b>	<b>364</b>	<b>36,388</b>						<b>36,752</b>

Converted Total 13,023,853

Consumer 9,942,275  
Food Service 3,081,578