



United States Department of Agriculture  
National Agricultural Statistics Service



# 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](http://www.nass.usda.gov/ca)

Month Ending September 30, 2011 Released: October 27, 2011

Frequency: Monthly

**Summary Report - Sales**  
**Month Ending September 30, 2011**  
**Converted 24/300 Case Basis**

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	11/12	10/11	Percent Change	11/12	10/11	Percent Change	11/12	10/11	Percent Change
Total	1,176,240	1,136,510	3.50	2,285,385	2,128,025	7.39	13,230,021	13,095,299	1.03
<b>Markets</b>									
Consumer	846,699	873,474	-3.07	1,608,097	1,609,899	-0.11	9,946,936	9,964,653	-0.18
Food Service	329,541	263,036	25.28	677,288	518,126	30.72	3,283,084	3,130,645	4.87
<b>Styles</b>									
Whole	1,990	1,873	6.26	2,482	2,035	21.95	14,325	16,976	-15.62
Pitted	720,296	728,347	-1.11	1,360,006	1,342,979	1.27	8,398,385	8,348,854	0.59
Wedged	3,828	2,394	59.89	7,018	4,782	46.76	30,285	33,987	-10.89
Sliced	420,899	369,675	13.86	864,218	719,635	20.09	4,434,975	4,312,345	2.84
Chopped	28,904	33,523	-13.78	50,693	57,658	-12.08	334,118	359,058	-6.95
Broken Pitted	323	698	-53.72	969	936	3.53	17,933	24,079	-25.52
<b>Key Items</b>									
24/300 Pitted	678,795	689,531	-1.56	1,272,393	1,266,255	0.48	7,937,670	7,876,949	0.77
6/10 Pitted	39,242	36,365	7.91	83,964	72,375	16.01	434,891	447,680	-2.86
6/10 Sliced	282,138	219,423	28.58	580,382	435,458	33.28	2,788,032	2,621,023	6.37
24/300 Whole	1,624	1,598	1.63	1,811	1,743	3.90	10,082	11,909	-15.34
6/10 Whole	366	275	33.16	671	292	129.67	4,243	5,067	-16.26
6/10 Wedged	3,582	2,230	60.62	6,690	4,372	53.02	28,317	31,691	-10.65
2.25 Sliced	69,629	80,117	-13.09	147,802	150,408	-1.73	854,680	916,219	-6.72
4.25 Chopped	24,690	27,981	-11.76	45,090	51,231	-11.99	304,475	331,698	-8.21

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**Summary Report - Packout and Inventory**  
**Month Ending September 30, 2011**  
**Converted 24/300 Case Basis**

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	11/12	10/11	Percent Change	11/12	10/11	Percent Change	11/12	10/11	Percent Change
Total	1,516,232	1,175,548	28.98	3,092,778	2,236,248	38.30	8,236,929	4,590,461	79.44
<b>Markets</b>									
Consumer	1,161,466	939,562	23.62	2,403,933	1,717,674	39.95	6,232,755	3,265,042	90.89
Food Service	354,766	235,986	50.33	688,845	518,574	32.83	2,004,174	1,325,418	51.21
<b>Styles</b>									
Whole	0	0	---	3,158	0	---	21,710	14,812	46.57
Pitted	1,009,044	722,570	39.65	2,143,861	1,288,061	66.44	5,539,540	2,668,765	107.57
Wedged	0	0	---	0	0	---	10,456	41,237	-74.64
Sliced	456,807	412,049	10.86	852,125	876,455	-2.78	2,338,951	1,708,700	36.88
Chopped	50,380	40,930	23.09	93,634	71,732	30.53	285,825	143,775	98.80
Broken Pitted	0	0	---	0	0	---	40,448	13,172	207.07
<b>Key Items</b>									
24/300 Pitted	953,439	701,225	35.97	2,013,777	1,254,336	60.55	5,134,348	2,475,063	107.44
6/10 Pitted	55,605	13,817	302.44	130,084	26,197	396.56	390,090	173,886	124.34
6/10 Sliced	299,161	218,983	36.61	556,027	489,191	13.66	1,564,560	1,077,455	45.21
24/300 Whole	0	0	---	3,158	0	---	16,409	8,602	90.76
6/10 Whole	0	0	---	0	0	---	5,301	6,210	-14.63
6/10 Wedged	0	0	---	0	0	---	9,618	38,427	-74.97
2.25 Sliced	64,465	92,895	-30.60	173,284	194,843	-11.06	472,356	324,715	45.47
4.25 Chopped	50,380	37,744	33.48	90,901	68,546	32.61	239,437	103,046	132.36

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

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	8,236,929
Converted Storage	10,333,746
Approximate Supply*	18,570,675

**Storage Report**  
**Month Ending September 30, 2011**

Whole Canning Sizes	
Size	Tons
Small	19,243
Medium	6,172
Large	3,500
Ex. Large	3,144
Ex. Large Sev. "C"	1,140
Jumbo	1,922
Colossal	4,025
Super Colossal	884
Orchard Run	0
<b>Total Canning</b>	<b>40,030</b>
Limited	26,639

Total 66,669  
Total Converted (\*155) 10,333,746

**Packout - Month Ending September 30, 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	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	3,761	204,884	0				208,645	212,891
Medium	16,504	540,767	0				557,271	575,904
Large	5,853	115,974	0				121,827	128,435
Ex. Large	0	90,137	0				90,137	90,137
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	1,677	0				1,677	1,677
Total	26,118	953,439	0				979,557	
Conv. Total	55,605	953,439	0					1,009,044
Prior Year	13,817	701,225	7,527					722,569
<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	116,179	374	135,590	0	157,232		409,375	456,807
Chopped	0	0	0	65,007	0		65,007	50,380
Total	116,179	374	135,590	65,007	157,232		474,382	
Conv. Total	299,161	438	92,744	50,380	64,465			507,188
Prior Year	222,169	14,189	85,982	37,744	92,895			452,979
<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 1,516,232

\*Conversion factor changed as of December 2008.

Consumer 1,161,466  
Food Service 354,766

**Cumulative Packout - Month Ending September 30, 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	2,132	0				2,132	2,132
Ex. Large	0	1,026	0				1,026	1,026
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	3,158	0				3,158	
<b>Conv. Total</b>	0	3,158	0					3,158
Prior Year	0	0	0					0
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,761	392,539	0				396,300	400,546
Medium	46,755	789,620	0				836,375	889,161
Large	10,585	489,617	0				500,202	512,152
Ex. Large	0	340,324	0				340,324	340,324
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	1,677	0				1,677	1,677
<b>Total</b>	61,101	2,013,777	0				2,074,878	
<b>Conv. Total</b>	130,084	2,013,777	0					2,143,861
Prior Year	26,197	1,254,336	7,527					1,288,060
<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	215,933	12,622	157,961	0	422,644		809,160	852,125
Chopped	713	0	0	117,291	0		118,004	93,634
<b>Total</b>	216,646	12,622	157,961	117,291	422,644		927,164	
<b>Conv. Total</b>	558,761	14,768	108,045	90,901	173,284			945,759
Prior Year	492,377	30,973	161,449	68,546	194,843			948,188
<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	0						0

Converted Total 3,092,778

\*Conversion factor changed as of December 2008.

Consumer 2,403,933  
Food Service 688,845

**Inventory - Month Ending September 30, 2011**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	640	0	0				640	1,363
Medium	356	2,684	0				3,040	3,442
Large	0	8,157	0				8,157	8,157
Ex. Large	0	864	0				864	864
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,494	422	0				1,916	3,603
Colossal	0	2,304	0				2,304	2,304
Super Colossal	0	1,978	0				1,978	1,978
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,490</b>	<b>16,409</b>	<b>0</b>				<b>18,899</b>	
<b>Conv. Total</b>	<b>5,301</b>	<b>16,409</b>	<b>0</b>					<b>21,710</b>
<b>Prior Year</b>	<b>6,210</b>	<b>8,602</b>	<b>0</b>					<b>14,812</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	10,417	535,212	2,500				548,129	558,842
Medium	77,499	1,711,408	11,833				1,800,740	1,883,278
Large	24,156	1,229,605	7,154				1,260,915	1,285,190
Ex. Large	37,276	873,667	4,505				915,448	955,645
Ex. Large Sev "C"	0	21,130	0				21,130	21,130
Jumbo	23,694	415,117	0				438,811	465,562
Colossal	5,613	187,382	0				192,995	199,332
Sup. Colossal	4,572	97,518	0				102,090	107,252
Green Ripe Whole	0	63,309	0				63,309	63,309
<b>Total</b>	<b>183,227</b>	<b>5,134,348</b>	<b>25,992</b>				<b>5,343,567</b>	
<b>Conv. Total</b>	<b>390,090</b>	<b>5,134,348</b>	<b>15,101</b>					<b>5,539,540</b>
<b>Prior Year</b>	<b>173,886</b>	<b>2,475,063</b>	<b>19,816</b>					<b>2,668,765</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	3,735	0	0	0	2,044		5,779	10,456
Sliced	607,596	50,761	354,744	0	1,152,088		2,165,189	2,338,951
Chopped	9,023	1,494	6,734	308,951	0		326,202	285,825
<b>Total</b>	<b>620,354</b>	<b>52,255</b>	<b>361,478</b>	<b>308,951</b>	<b>1,154,132</b>		<b>2,497,170</b>	
<b>Conv. Total</b>	<b>1,608,772</b>	<b>62,901</b>	<b>250,928</b>	<b>239,437</b>	<b>473,194</b>			<b>2,635,232</b>
<b>Prior Year</b>	<b>1,145,311</b>	<b>60,198</b>	<b>257,632</b>	<b>103,046</b>	<b>327,525</b>			<b>1,893,712</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	5	40,437					40,442	40,448
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>5</b>	<b>40,437</b>					<b>40,442</b>	
<b>Conv. Total</b>	<b>11</b>	<b>40,437</b>						<b>40,448</b>
<b>Prior Year</b>	<b>11</b>	<b>13,161</b>						<b>13,172</b>

Converted Total 8,236,929

\*Conversion factor changed as of December 2008.

Consumer 6,232,755  
 Food Service 2,004,174

**Sales - Month Ending September 30, 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	1,318	0				1,318	1,318
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	172	0	0				172	366
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	172	1,624	0				1,796	
<b>Conv. Total</b>	366	1,624	0					1,990
<b>Prior Year</b>	275	1,598	0					1,873
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	221	75,246	500				75,967	76,007
Medium	8,688	194,721	1,650				205,059	214,176
Large	1,806	263,624	1,739				267,169	268,479
Ex. Large	6,127	86,170	0				92,297	99,214
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,116	44,155	0				45,271	46,531
Colossal	474	5,917	0				6,391	6,926
Sup. Colossal	0	2,262	0				2,262	2,262
Green Ripe Whole	0	6,700	0				6,700	6,700
<b>Total</b>	18,432	678,795	3,889				701,116	
<b>Conv. Total</b>	39,242	678,795	2,260					720,296
<b>Prior Year</b>	36,365	689,531	2,451					728,347
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	1,391	0	0	0	600		1,991	3,828
Sliced	109,568	14,465	76,327	0	169,828		370,188	420,899
Chopped	1,099	0	0	31,858	0		32,957	28,904
<b>Total</b>	112,058	14,465	76,327	31,858	170,428		405,136	
<b>Conv. Total</b>	289,933	16,924	52,208	24,690	69,875			453,630
<b>Prior Year</b>	226,396	14,805	56,129	27,981	80,281			405,592
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	323					323	323
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	323					323	
<b>Conv. Total</b>	0	323						323
<b>Prior Year</b>	0	698						698

Converted Total 1,176,240

Consumer 846,699  
Food Service 329,541

**Cumulative Sales - Month Ending September 30, 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	1,471	0				1,471	1,471
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	315	0	0				315	671
Colossal	0	0	0				0	0
Super Colossal	0	34	0				34	34
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	315	1,811	0				2,126	
<b>Conv. Total</b>	671	1,811	0					2,482
<b>Prior Year</b>	292	1,743	0					2,035
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	403	143,985	800				145,188	145,308
Medium	18,318	364,734	2,358				385,410	405,103
Large	4,284	483,828	3,123				491,235	494,763
Ex. Large	13,031	164,842	0				177,873	192,585
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,431	87,278	0				89,709	92,454
Colossal	971	11,061	0				12,032	13,128
Sup. Colossal	0	3,006	0				3,006	3,006
Green Ripe Whole	0	13,659	0				13,659	13,659
<b>Total</b>	39,438	1,272,393	6,281				1,318,112	
<b>Conv. Total</b>	83,964	1,272,393	3,649					1,360,006
<b>Prior Year</b>	72,375	1,266,255	4,349					1,342,979
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	2,598	0	0	0	800		3,398	7,018
Sliced	225,391	26,499	153,554	0	360,492		765,936	864,218
Chopped	1,456	0	17	58,180	0		59,653	50,693
<b>Total</b>	229,445	26,499	153,571	58,180	361,292		828,987	
<b>Conv. Total</b>	592,654	31,004	105,052	45,090	148,130			921,929
<b>Prior Year</b>	445,459	28,383	106,185	51,231	150,818			782,076
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	969					969	969
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	969					969	
<b>Conv. Total</b>	0	969						969
<b>Prior Year</b>	0	936						936

Converted Total 2,285,385

Consumer 1,608,097  
Food Service 677,288

**Consecutive Sales - 12 Months Month Ending September 30, 2011**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	102	0				102	102
Medium	0	1,867	0				1,867	1,867
Large	0	4,456	0				4,456	4,456
Ex. Large	0	510	0				510	510
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,881	1,476	0				3,357	5,481
Colossal	112	1,326	0				1,438	1,564
Super Colossal	0	345	0				345	345
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	1,993	10,082	0				12,075	
<b>Conv. Total</b>	4,243	10,082	0					14,325
<b>Prior Year</b>	5,067	11,909	0					16,976
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	3,902	820,102	5,620				829,624	831,675
Medium	107,841	2,325,731	17,029				2,450,601	2,565,218
Large	23,883	3,112,664	21,798				3,158,345	3,176,176
Ex. Large	47,721	1,052,934	0				1,100,655	1,154,532
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	14,879	448,352	0				463,231	480,029
Colossal	6,044	72,709	0				78,753	85,577
Sup. Colossal	0	18,091	0				18,091	18,091
Green Ripe Whole	0	87,087	0				87,087	87,087
<b>Total</b>	204,270	7,937,670	44,447				8,186,387	
<b>Conv. Total</b>	434,891	7,937,670	25,824					8,398,385
<b>Prior Year</b>	447,680	7,876,949	24,225					8,348,854
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	10,997	0	0	0	4,800		15,797	30,285
Sliced	1,082,731	148,860	903,650	0	2,084,585		4,219,826	4,434,975
Chopped	7,199	828	78	392,871	0		400,976	334,118
<b>Total</b>	1,100,927	149,688	903,728	392,871	2,089,385		4,636,599	
<b>Conv. Total</b>	2,843,951	176,112	618,193	304,475	856,648			4,799,378
<b>Prior Year</b>	2,677,654	121,673	655,851	331,698	918,515			4,705,391
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	17,933					17,933	17,933
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	17,933					17,933	
<b>Conv. Total</b>	0	17,933						17,933
<b>Prior Year</b>	245	23,834						24,079

Converted Total 13,230,021

Consumer 9,946,936  
Food Service 3,283,084