

CALIFORNIA OLIVE INDUSTRY ANNUAL REPORT 2012-2013



COMPILED BY
CALIFORNIA OLIVE COMMITTEE

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ALL ABOUT RIPE OLIVES

Olive Heritage

A History as Old as Western Civilization

The wild olive (oleaster) grows in most countries of the Mediterranean, even in Southeast Asia and other areas. It is an unimpressive straggly plant, with little resemblance to the olive tree, *Olea europaea*, which may have been first cultivated as early as five thousand years ago in Crete and Syria.



New World Transplant

The olive tree flourished in Spain, Tunisia, Morocco and Mediterranean countries for thousands of years, but it was not until the mid-sixteenth century that there is a record of cuttings being carried to Peru by the Spaniards. In the 1700s Franciscan monks brought the olive to Mexico and then north to California by way of the missions. The first cuttings were planted in 1769 at the San Diego Mission. However, it was not until the late 1800s that commercial cultivation began in warm, sunny valleys of Central and Northern California.

An Industry Founded by a Housewife

In the 1800s many acres of olive trees were planted because of the demand for olive oil. Freda Ehmann and her son, Edwin, purchased such an orchard in the Oroville area of Northern California around that time. Soon, with the trees barely producing and oil prices dropping, only their tough German heritage convinced them to continue to search for other outlets for their fruit. Consulting with a Berkeley professor on processing methods, Freda began experimenting with 280 gallons of olives in barrels on the back porch of her home. The black olives she produced were a decided success and the California Ripe Olive Industry was born. Freda Ehmann's grandson would later write: "Where science and chemical exactness had failed, the experience and care of a skillful and conscientious housewife succeeded."



Freda Ehmann.

The California Olive Industry Today

Today, the California Olive Industry consists of two canneries which process the 80,000 to 125,000 tons of olives produced by approximately 27,000 acres growing in the warm inland valleys of the state. There are about 1,000 growers with orchards varying from as few as five acres to multicrop farms with over 1,000 acres. Tulare County in the central San Joaquin Valley has over 56 percent of olive acreage, while Kern, Fresno and Madera counties account for about 8 percent. In the Sacramento Valley to the north, Glenn, Tehama, Shasta and Butte counties represent about 36 percent of the acreage.

The California Varieties

California has two main varieties —Manzanillo, which represents most of the acreage; Sevillano, which produce the larger sizes. Approximately 70-80 percent of ripe olives consumed in the United States come from California. Over 90 percent of the California crop is processed as black ripe olives. The remaining olives are processed into various specialty styles or crushed for olive oil.

Cultivation and Harvest

The mild winters and hot dry summers of California's great valley are reminiscent of the olive's native Mediterranean home. The olive tree tends to be alternate bearing, producing a large crop one year with a smaller crop the next. Modern cultivation practices of pruning and thinning have helped to minimize this characteristic to some extent. The trees bloom in May with delicate, cream-colored flowers. By mid-September, the harvest begins. Olives destined for the canneries are picked when they are still green, but beginning to show a little color. Most olive orchards are picked by hand except for a few larger acreages, which are mechanically harvested by machines that shake the trees and catch falling olives in a frame. Dumped into bins, the olives are taken to the cannery where they are sorted, graded and put in large tanks filled with storage solution.



ALL ABOUT RIPE OLIVES

Curing

Olives, as they come from the tree, are too bitter to eat without some kind of curing. There are many different methods used around the world. In California, most olives become California black ripe olives. A few become specialty olives.

Black Ripe Olives

These olives are processed in a lye curing solution that leaches the bitterness out. California Ripe Olives have a firm texture and smooth, mellow taste. Once curing is complete, a series of cold water rinses removes every trace of curing solution. During the curing process, which takes several days, a flow of air bubbling through the olives produces the natural, rich dark color. A trace of organic iron salt (ferrous gluconate) is added to act as a color fixer so the olives will have less tendency to fade after the cans are stored.

California Ripe Olive Calories and Sizes		
Sizes	Average Calories Per Ripe Olive	Approx. No. of Olives in 15 gram serving
Small	4	6
Medium	5	5
Large	6	4
Extra Large	7	3
Jumbo	7	3
Colossal	9	2
Super Colossal	12	1

Canning is the final step. Ripe olives are canned in a mild salt brine solution and, because they are a low-acid product, are heat sterilized under strict California State health rules.

To ensure consistent quality, color, flavor and texture all canned Ripe Olives packaged in California are inspected by the U.S. Department of Agriculture. California Ripe Olives come whole, pitted, sliced, chopped or wedged. They are readily available year round in the grocery store.

Monounsaturated Fats: A Nutritious Choice

Select your fat sources wisely, by decreasing consumption of foods high in saturated fats and choosing foods high in monounsaturated fats more often.

California Ripe Olives are a good source of monounsaturated fat. There are only two grams of fat in a 15 gram serving, with the majority of fat coming from monounsaturates and part of the remaining fats being essential fatty acids. One serving contains only three percent of your total fat intake for the day. Contrary to

what you may think, olives are not high in calories. In fact, an extra large Black Ripe Olive has only seven calories - and a serving equal to only 25 calories! This makes olives an ideal snack or ingredient for adding flavor and variety to the lower fat meals you prepare.

Fats are not Created Equally

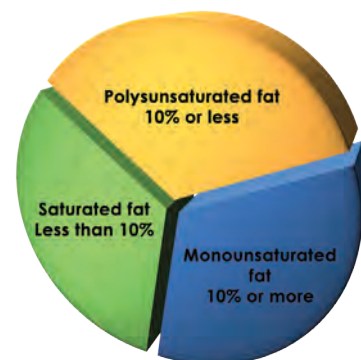
It's important to understand the different types of fat and those foods most commonly associated with them. Fats are generally classified as saturated, polyunsaturated and monounsaturated. While some fats - saturated - are linked to elevated levels of LDL-cholesterol ("bad" cholesterol) in the blood, mono-unsaturates actually lower "bad" LDL levels. It's critical to pay attention to the type of fat in various foods. Focus on decreasing saturated fats and choosing sources of monounsaturated fats like those found in olives and olive oil. Here are the basics:

Saturated Fat Most commonly found in foods of animal origin. Sources include red meats (beef, pork, lamb), poultry, dairy products, eggs and coconut and palm oils.

Polyunsaturated Fat Most often found in foods of plant origin. Sources are corn, safflower, sunflower and sesame oils and some nuts and seeds.

Monounsaturated Fat Also found in foods of plant origin. Sources include olives and olive oil along with canola oil, nuts and avocados.

Recommended Sources of Fat Health experts recommend that no more than 30 percent of daily calories come from fat sources with most of your fat intake coming from polyunsaturated and monounsaturated fats.



ALL ABOUT RIPE OLVIES

Fat and Cholesterol: There is a Link

Simply put, cholesterol - made in the body primarily in your liver - is a "cousin" of fat belonging to a chemical group called lipids. Cholesterol and fat travel in the bloodstream in packages called "lipoproteins."

Medical experts are concerned about the two main ways that cholesterol is carried in your bloodstream. One is low-density lipoproteins, LDL-cholesterol is considered “bad,” because a high level of LDL-cholesterol increases the risk of fatty deposits forming in the arteries, which in turn increases the risk of heart disease. The other way that cholesterol is carried in the bloodstream is in high-density lipoproteins, or HDL (good)-cholesterol. HDL seems to have a protective effect against heart disease. In fact, low levels of HDL (good)-cholesterol are related to an increased risk of heart disease.

Choose Your Fat Wisely

To protect against heart disease, it's important to lower LDLcholesterol, and not the HDL-cholesterol. Polyunsaturated fats can help

lower (bad) LDL-cholesterol, but at the same time, they have also been found to lower the (good) HDL-cholesterol. That's why nutrition authorities recommend that monounsaturated fats be the major source of fat in the diet. Monounsaturates, like the fat found in olives and olive oil, can help lower (bad) LDL-cholesterol while maintaining or raising the (good) HDL-cholesterol.

Identifying Fats - Being a Better Label Reader

Look for the Nutrition Facts panel, like the one shown here for ripe olives, to get information about the product's serving size and the

1. →	Nutrition Facts	
	Serving Size: 1/2 ounce (15 grams)	
	Amount Per Serving	
	Calories 26 Calories from Fat 20	
		% Daily Value*
3. →	Total Fat 2g	3%
	Monounsaturated Fat	1.5g
	Polyunsaturated Fat	0g
	Cholesterol 0g	0%
	Sodium 115mg	5%
4. →	Total Carbohydrate 1g	0%
	Protein 0g	0%
	*Percent Daily Values are based on a 2,000 calorie diet.	

amounts of nutrients like fat, sodium, and fiber. Remember all foods fit into a healthy diet as long as you balance your choices. A specific food is neither “good” nor “bad”; rather, it’s your total daily diet that counts.

1. **Serving sizes** are now standard for similar foods. All other information on the label is related to serving size.
2. **Calories and Calories from Fat** are shown. The non-fat calories include carbohydrate and protein.
3. **Total Fat, Monounsaturated, Polyunsaturated and Saturated Fat** represent the grams of fat in a single serving. Some products may not have all of these listed. Look for the term monounsaturated and select the best sources like olives and olive oil.
4. **Total Carbohydrate** lists the amount in grams per serving.
5. **% Daily Value** shows how foods fit into a daily diet of 2,000 calories. For example, the % Daily Value column shows the fat in a serving compared to 65 grams of fat - the amount recommended for a 2,000 calorie a day diet.

Care and Storage

California Ripe Olives are packed in a light brine solution, not only to bring out the flavor of the fruit, but also to protect them in transportation. The recommended shelf life for unopened cans is 36-48 months. They may be stored at room temperature. Once opened, store unused California Ripe Olives in their original brine in the open can and cover with plastic wrap to allow oxygen to permeate. Do not store California Ripe Olives in an airtight container as harmful toxins may develop. If the original brine has been discarded, replace with a solution of one cup of water and 1/2 teaspoon salt in order to keep the olives wet and free from external odors. Partially used cans of California Ripe Olives may be held in the refrigerator for up to ten days.

WHAT IS THE CALIFORNIA OLIVE COMMITTEE?

Established under a Federal Marketing Order

Federal Marketing Order No. 932 was established in 1965 by olive growers and canners under the Agricultural Marketing Agreement Act of 1937 to effect the orderly marketing of olives grown in California.

The California Olive Committee administers the marketing order programs. The Committee, serving for a period of two years, consists of eight producer members, plus 8 alternates, representing the growers from our olive growing districts. In addition, to eight handler members plus 8 alternates.

Decisions made by the Committee are subject to approval by the Secretary of United States Department of Agriculture. At the present time, provisions of the Marketing Order apply only to black and green canned ripe olives and not to treeripened, Spanish style, olive oil, Sicilian, Greek, or other styles of olive. The program is funded by an assessment, established every December, on each ton of olives received for use as canned ripe olives.

Committee Functions and Expenditures

Committee functions and expenditures fall into four main categories:

- Administrative
- Crop & Processing Research
- Incoming & Outgoing Inspection
- Marketing and Public Relations

Administrative

The Committee employs an Executive Director and staff responsible for administering all aspects of the program. Their duties include compiling statistical data for the industry, ensuring compliance with the Order and overseeing marketing and public relations functions.

Crop and Production Research

Each year the olive industry funds research conducted by the University of California and others on various issues effecting the production. In recent years funds have been allocated to combat the olive fly flavor profiling, mechanical harvesting and disease prevention.

Incoming and Outgoing Inspection

1. Incoming regulations set up under the Order state that each lot of natural condition olives received by a handler, designated for canned ripe olives, are size graded by California State inspectors and classified as canning, limited, undersize or culls to ensure fair payment to the grower for his fruit.
2. Outgoing regulations require that inspection be made of canned olive products by inspectors of the U.S. Department of Agriculture to ensure standards of size, color and flavor are met. The outgoing inspection also ensures that handlers dispose of undersize and cull obligations into outlets other than canned ripe olives. Outgoing regulations also apply to imported canned ripe olives.

Marketing Program

The Committee executes various marketing and PR efforts to promote and build awareness about California Ripe Olives. Efforts include utilization of social media, partnerships, news media and special events.

Contact Staff

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calolive.org

COMMITTEE MEMBERS & ALTERNATES

CALIFORNIA OLIVE COMMITTEE

June 1, 2011 – May 31, 2013

PRODUCERS

DISTRICT #1 (Counties of Alpine, Tuolumne, Stanislaus, Santa Clara, Santa Cruz all counties north thereof)

Members	Alternates
Ed Curiel	Heath Burreson
Chris Henderson	Pablo Nerey
Scott Patton	Michael Silveira

DISTRICT #2 (Counties of Mono, Mariposa, Merced, San Benito, Monterey, and all counties south thereof)

Members	Alternates
Buck Bonilla	Gary Bodine
Rod Burkett	Murray Campbell
David DePaoli	David Hails
Mark Heuer	Mark Hendrixson
Karen Smith	Pat Ricchiuti

HANDLERS

Members	Alternates
Kenneth Wienholz	Julia Workman
Patrick Campbell	Phil Quigley
Paul McGinty	Andal Allison
Tim Carter	Cody McCoy
Janet Edwards	Larry McCutcheon
Felix Musco	Benjamin Hall
Bill McFarland	Kristin Daley
Dennis Burreson	Scott Hamilton



HANDLERS, NURSERIES, UC FARM ADVISORS

Canned Ripe Olive Handlers

Bell Carter Olive Company

Plant: 1012 Second Street
Corning, CA 96021
T: 530.824.2901
F: 530.824.2909
Sales Office:
3742 Mt. Diablo Blvd.
Lafayette, CA 94549
T: 925.284.5933

Musco Family Olive Company

Plant: 5th & Swift Streets
Orland, CA 95963
T: 530.865.4111
F: 530.865.5204
Plant & Sales Office:
17950 Via Nicolo
Tracy, CA 95376
T: 209.836.4600

Specialty Olive Handlers

Armstrong Olives

18589 Rd 232
Porterville, CA 93257
T: 559.781.7944
www.armstrongolives.net

Santa Barbara Olive Co

12477 Calle Real
Santa Barbara, CA 93117
T: 800.624.4896
www.SBOlive.com

CC Graber Company

P.O.Box 511
Ontario, CA 91761
T: 800.5483
www.GraberOlives.com

Olive Tree Nurseries

D & V Nursery

Don & Vito DeLeonardis
34295 Rd 152,
Visalia, CA 93292

Adams' Olive Ranch

19401 Rd 220
Strathmore, CA 93267
T: 559.562.2884
www.AdamsOliveRanch.com

West Coast Products

717 Tehama Street
Orland, CA 95963
T: 530.865.3379
www.westcoastproducts.net

George McEwen

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Exeter, CA 93221
T: 559.592.3367

California Olive Oil Council

801 Camelia Suite D
Berkeley, CA 94707
T: 888.718.9830
www.COOC.com

To obtain a copy of the current **Olive Production Manual** from the University of California, contact:

Publications, Division of Ag & Natural Resources
6701 San Pablo Ave, Oakland, CA 94608-1239
T: 510.642.2431, or 800.994.8849
www.pom44.ucdavis.edu/olivepub.html

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Tulare, CA 93274
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F: 559.685.3319

COC ASSESSMENT RATES & BUDGET

California Olive Committee Assessment Rates and Budgets: 1965-2013

Crop	Assmt Rate per Ton (\$)	Assess Tons (\$)	COC Admin (\$)	Research (\$)	Marketing (\$)	Brand (\$)	Total Budget (\$)
1965-66	1.5	n/a	43,800	16,200	232,580		60,000
1965-67	1.75	49,298	65,500	17,075			65,500
1965-68	2.5	n/a	52,000				52,000
1965-69	6.5	69,218	80,617				330,272
1965-70	6.5	53,157	76,430	17,397	185,000		278,827
1965-71	9	36,730	80,472	15,000	219,528		315,000
1965-72	13	35,077	92,000	46,000	420,850		558,850
1965-73	13	20,009	84,595	22,500	160,000		267,095
1965-74	15	57,393	97,960	35,000	653,391		786,351
1965-75	15	48,939	97,550	43,000	1/ 624,945		765,495
1965-76	15	52,245	117,350	26,100	1/ 753,100		896,550
1965-77	14	62,151	127,526	22,000	741,474		891,000
1965-78	12	33,881	102,262	26,738	450,000		579,000
1965-79	15	102,959	117,350	35,000	1,017,650		1,170,000
1965-80	14.33	49,424	116,000	40,000	1,040,128		1,196,128
1965-81	16.73	71,447	114,859	44,775	1,330,991		1,490,625
1981-82	28.26	38,964	123,143	33,887	899,600		1,056,630
1982 Interim			58,450	47,868	250,780		357,098
1983-COC	12.65	114,622	142,250	50,242	1,299,030		2,544,222
1983-BC	8.93					1,052,700	
1984-COC	26.22	47,276	141,832	37,526	1,052,660		2,009,518
1984-BC	16.54	79,118	150,700	60,000	1,316,060	777,500	2,162,360
1985-COC	19.8						
1985-BC	8.25					635,600	
1986-COC	20.91	83,361	148,800	61,185	1,534,250		2,318,235
1986-BC	6.92					574,000	
Fiscal Year	Assmt Rate	Assess Tons	COC Admin	Research	Marketing	Capital	Total Budget
1987	20.03	95,424	189,550	80,500	1,592,350	8,650	1,862,400
1988	23.92	57,300	435,434	51,948	1,140,100		1,627,482
1989	25.39	74,200	312,014	79,032	1,511,250		1,902,296
1990	20.68	100,000	337,540	94,500	1,627,250		2,067,940
1991	20.23	104,600	353,545	126,000	1,635,000	25,000	2,114,545
1992	20.68	57,192	348,230	65,000	1,419,000		1,832,230
1993	25.75	147,000	393,000	80,000	2,323,000		2,796,000
1994	27.21	101,000	384,730	80,000	3,258,860		3,748,590
1995	30.04	69,300	389,650	80,000	2,412,000	34,000	2,881,650
1996	28.26	62,182	388,350	213,000	1,999,435		2,600,785
1997	14.99	144,075	390,890	173,375	1,595,000		2,159,265
1998	17.10	85,585	357,900	50,000	1,308,500		1,750,400
1999	26.18	67,990	352,685	466,150	1,123,640	27,000	1,942,475
2000	21.73	122,113	356,190	903,550	1,212,495		2,472,235
2001	27.90	46,374	343,490	408,337	596,415		1,348,242
2002	10.09	123,439	339,650	250,000	811,935		1,428,585
2003	13.89	89,006	347,090	250,000	633,500		1,230,590
2004	12.18	102,727	360,563	225,000	633,500	(Insp)50,000	1,269,063
2005	15.68	85,862	337,014	200,000	680,000	(Insp)50,000	1,217,014
2006	11.03	114,761	290,421	210,000	800,700		1,301,121
2007	47.84	16,270	252,171	365,775	362,450		980,396
2008	15.60	108,059	288,552	500,000	750,000		1,588,552
2009	28.63	49,250	359,549	495,000	627,800	(Insp)50,000	1,482,349
2010	44.72	22,150	324,923	300,000	255,000	(Insp)75,000	929,923
2011	16.61	151,683	335,900	1,093,009	700,000	(Insp)50,000	2,203,909
2012	31.32	25,587	333,500	333,791	480,000	(Insp)105,000	1,197,291
2013	21.16	74,755	333,800	213,018	637,380		1,289,198

INCOMING INSPECTION CHART

CALIFORNIA OLIVE COMMITTEE INCOMING INSPECTION REQUIREMENTS 2012-2013

U.S Standards & Marketing Order Sizes		Acceptable Count Ranges and Mid-Points							
		(Per Pound)							
Size Designation	Average Count Ranges Per Pound	Variety Group 1				Variety Group 2			
		Sevillano		Ascolano**		Obliza		Mission/Manzanillo*	
		Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point
Undersize	226-up	Undersize 106 - Up		Undersize 181 - UP		Undersize 181 - Up		Undersize 206 - up	
Sub-Petite	181-225							181-205	193
Petite	141-180							158-174	166
Small	128-140							132-138	135
Medium	106-127							110-122	116
Large	91-105	91-105	98	91-105	98	95-101	98	91-105	98
Extra-Large Sev "L"	76-90	82-90	86	--	--	--	--	--	--
Extra-Large	65-90	--	--	67-85	72-80	65-88	72-80	65-88	72-80
Extra-Large Sev "C"	65-75	67-73	70	--	--	--	--	--	--
Jumbo	47-60	47-60	47-60	47-60	47-60	47-60	47-60	47-60	47-60
Colossal	33-46	33-46	33-46	33-46	33-46	33-46	33-46	33-46	33-46
Super Colossal	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less

* Manzanillo includes Haas

** Ascolano includes St. Agostino and Barouni

	Undersize
	Limited Sizes

OUTGOING INSPECTION CHART

CALIFORNIA OLIVE COMMITTEE OUTGOING INSPECTION REQUIREMENTS 2012 2013

Size Requirements and Percentage Tolerances								
Size Designation	SEVILLANO		ASCOLANO*		OBLIZA		MISSION/ MANZANILLO**	
Undersize	Undersize		Undersize		Undersize		Undersize	
Sub-Petite							35% less than 1/205lb.	
Petite							128-140	
Small								
Medium					106-127		106-127	All Sizes 5 % less than 1/ 140 lb.
Large	35% Less than 1/105lb.		91-105		91-105			
Extra Large			65-90	All sizes 5 % less than 1/ 105 lb.	65-90	All sizes 5 % less than 1/ 127 lb.	91-105	
Extra Large	65-75						65-90	
Jumbo	47-60	All sizes 5% less than 1/ 75 lb.	47-60				47-60	
Colossal	33-46		33-46				33-46	33-46
Super Colossal	32 or less		32 or less	32 or less	32 or less			
	Tolerance (by count) 35% under 1/ 75 but not more than 10% under 1/ 86		Tolerance (by count) 35% under 1/ 105 but not more than 10% under 1/ 113		Tolerance (by count) 35% under 1/ 127 but not more than 7% under 1/ 138		Tolerance (by count) 35% under 1/ 140 but not more than 7% under 1/ 166	

* Ascolano includes St. Agostino and Barouni

** Includes Haas variety

	LIMITED USE SIZE and PERCENTAGE TOLERANCES
	Tolerances apply to MINIMUM WHOLE OR PITTED CANNING SIZE: Sevillano- Extra Large "C"; Ascolano- Large; Obliza- Medium; Mission/Manzanillo- Small

CALIFORNIA RIPE OLIVE DATA

SHIPMENTS, PACK, AND ENDING INVENTORY SUMMARY 2011-12 TO 2012-13 (Converted cases 24/300 basis)

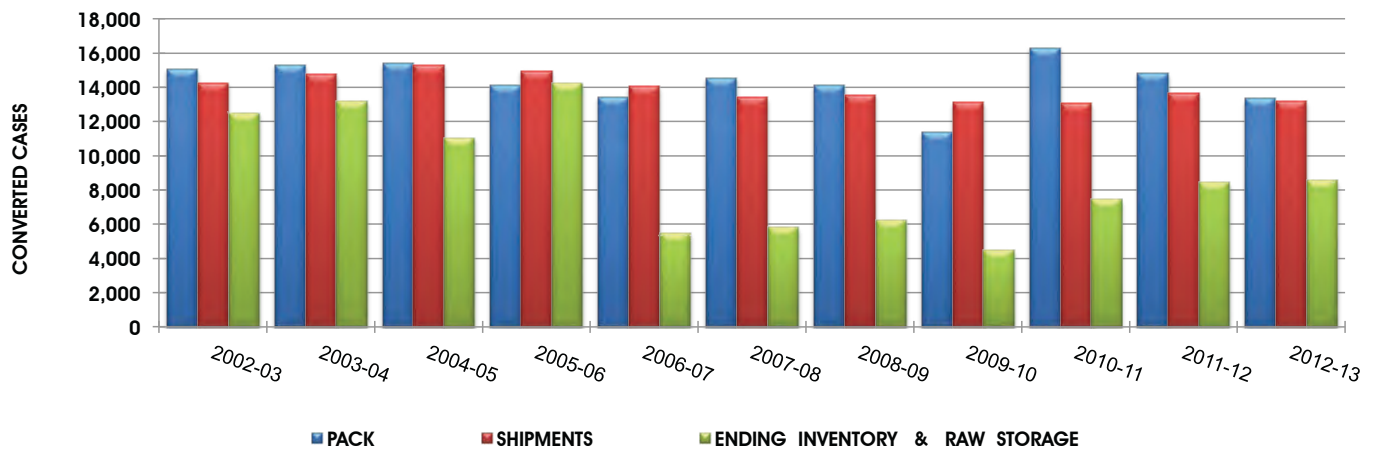
	Shipments			Pack			Ending Inventory		
	2012-13	2011-12	% Chnge	2012-13	2011-12	% Chnge	2012-13	2011-12	% Chnge
TOTAL	13,229,112	13,711,742	-3.5	13,352,970	14,851,598	-10.1	8,592,304	8,466,875	1.5
MARKETS									
Consumer	9,866,089	10,098,543	-2.3	11,055,032	10,554,019	4.7	7,006,129	5,838,592	20.0
Food Service	3,363,023	3,613,199	-6.9	2,297,938	4,297,579	-46.5	1,586,175	2,628,283	-39.6
STYLES									
Whole	12,425	13,782	-9.8	22,252	15,654	42.1	26,716	18,388	45.3
Pitted	8,235,685	8,544,357	-3.6	9,720,228	8,825,653	10.1	6,409,636	4,995,967	28.3
Wedged	24,637	29,389	-16.2	40,161	31,057	N/A	33,237	18,106	83.6
Sliced	4,601,619	4,772,494	-3.6	3,250,916	5,529,492	-41.2	1,784,479	3,056,921	-41.6
Chopped	331,189	334,666	-1.0	311,609	393,348	-20.8	273,032	296,362	-7.9
Broken Pitted	23,561	17,055	38.1	7,803	56,395	-86.2	65,205	81,131	-19.6
KEY ITEMS									
24/300 Pitted	7,823,971	8,090,335	-3.3	9,237,611	8,395,021	10.0	6,017,004	4,665,247	29.0
6/10 Pitted	389,662	431,112	-9.6	458,289	403,137	13.7	371,672	311,873	19.2
6/10 Sliced	2,921,981	3,122,780	-6.4	1,752,007	3,845,435	-54.4	1,134,481	2,268,794	-50.0
24/300 Whole	9,374	9,745	-3.8	18,831	12,954	45.4	22,943	14,094	62.8
6/10 Whole	3,051	4,037	-24.4	3,421	2,700	26.7	3,773	4,294	-12.1
6/10 Wedged	23,051	27,470	-16.1	36,676	28,724	N/A	29,759	16,611	79.2
2.25 Sliced	826,081	870,786	-5.1	822,992	755,425	8.9	366,851	329,720	11.3
4.25 Chopped	296,769	304,098	-2.4	260,426	375,949	-30.7	225,100	261,027	-13.8

Source: COC/NASS

* N/A is do to 0 packout in 2010-11.

CALIFORNIA RIPE OLIVE DATA

PACK, SHIPMENTS, AND ENDING INVENTORY - ALL STYLES 2011-12 TO 2012-13



Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

**PACK, SHIPMENTS, AND CARRY OUT
CANNED RIPE & GREEN RIPE - WHOLE & PITTED
BROKEN PITTED - LIMITED
2003-04 TO 2012-13
(Thousands of cases 24/300 basis)**

Season	Carry In		Pack	Shipments	Carry Out	
	Inventory	Storage			Inventory	Storage
2003-04	6,884.1	5,644.9	15,389.7	14,812.5	7,263.2	9,945.0
2004-05	7,263.2	9,945.0	15,446.1	15,322.8	6,677.9	4,389.4
2005-06	6,677.9	4,389.4	14,146.3	14,995.8	5,891.8	8,386.1
2006-07	5,891.8	8,386.1	13,474.3	14,087.5	5,158.8	371.8
2007-08	5,158.8	371.8	14,561.7	13,434.0	5,845.6	4,270.2
2008-09	5,845.6	4,270.2	14,153.2	13,581.0	6,272.7	757.4
2009-10	6,272.7	757.4	11,432.4	13,147.0	4,506.8	916.5
2010-11	4,506.8	916.5	16,350.6	13,072.7	7,474.2	12,322.0
2011-12	7,474.2	12,322.0	14,851.6	13,711.7	8,466.9	1,536.7
2012-13	8,466.9	1,536.7	13,353.0	13,229.1	8,592.3	2,431.7

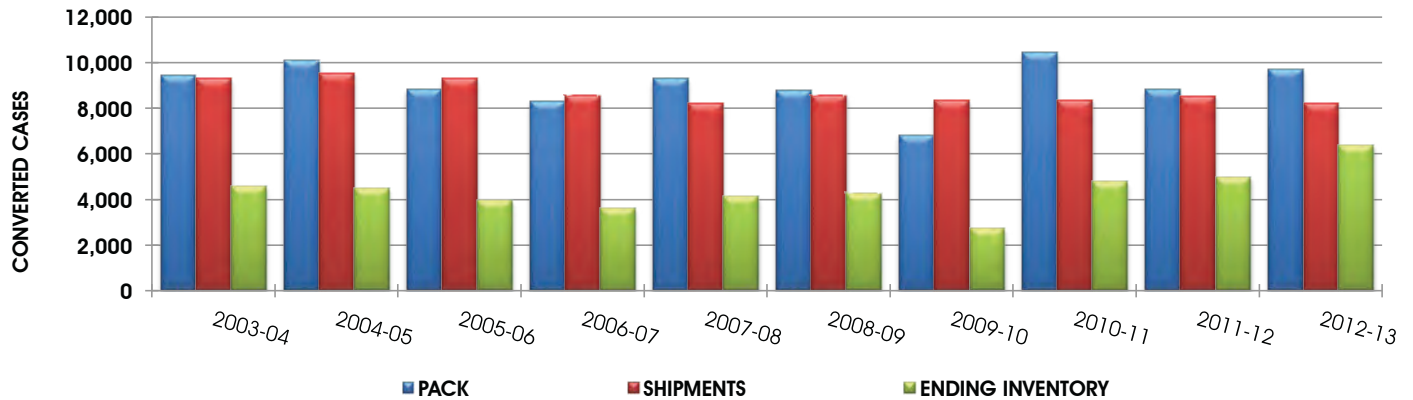
Storage converted at 155 cases per ton.

Note: Inventory is finished goods; Storage is bulk olives.

Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

PACK, SHIPMENTS, AND ENDING INVENTORY - PITTED



Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

PACK, SHIPMENTS, AND ENDING INVENTORY CANNED RIPE OLIVES - PITTED 2003-04 TO 2012-13 (Thousands of cases 24/300 Basis)

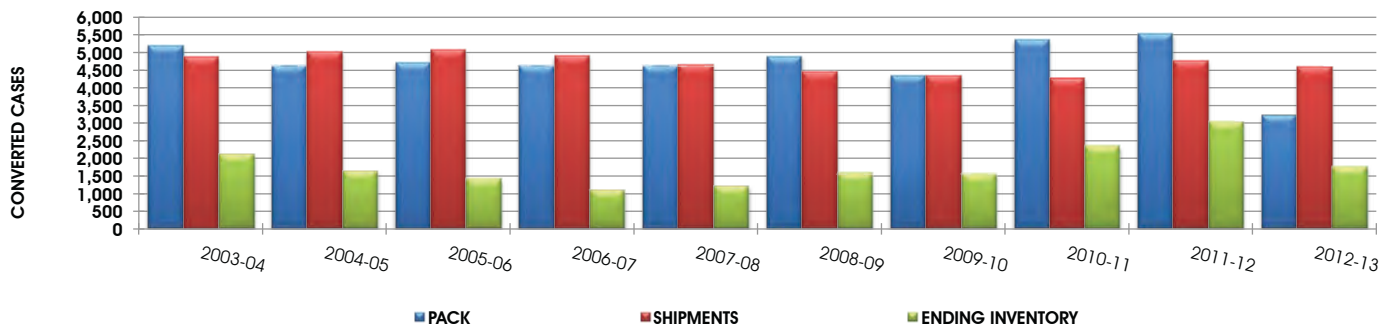
Season	Beginning Inventory	Pack	Shipments	Ending Inventory
2003-04	4,579.9	9,463.5	9,327.1	4,604.0
2004-05	4,604.0	10,119.3	9,562.5	4,515.6
2005-06	4,515.6	8,839.0	9,324.8	3,978.7
2006-07	3,978.7	8,330.3	8,601.6	3,647.3
2007-08	3,647.3	9,324.7	8,229.4	4,143.8
2008-09	4,143.8	8,794.1	8,604.7	4,275.0
2009-10	4,275.0	6,834.9	8,356.3	2,734.3
2010-11	2,734.3	10,473.4	8,381.4	4,795.2
2011-12	4,795.2	8,825.7	8,544.4	4,996.0
2011-12	4,966.0	9,720.2	8,235.7	6,409.6

Includes Green Ripe

Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

PACK, SHIPMENTS, AND ENDING INVENTORY - SLICED



Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

PACK, SHIPMENTS AND ENDING INVENTORY CANNED RIPE OLIVES WHOLE - BROKEN PITTED - LIMITED 2008-09 TO 2012-13 (Thousands of cases 24/300 Basis)

Style	Season	Beginning Inventory	Pack	Shipments	Ending Inventory
Whole*	2008-09	16.9	16.7	16.6	16.2
	2009-10	16.2	20.3	18.2	16.8
	2010-11	16.8	21	13.9	21
	2011-12	21	15.7	13.8	18.4
	2011-12	18.4	22.3	12.4	26.7
Broken Pitted*	2008-09	16.7	48.8	52.1	13.0
	2009-10	13.0	27.2	29.6	14.1
	2010-11	14.1	39.8	17.9	41.4
	2011-12	41.4	56.4	17.1	81.1
	2012-13	81.1	7.8	23.6	65.2
Wedged**	2008-09	34.1	79.8	45.1	68.1
	2009-10	68.1	12.9	34.6	46.1
	2010-11	46.1	0.0	28.1	17.5
	2011-12	17.5	31.0	29.4	18.1
	2011-12	18.1	40.2	24.6	33.2
Sliced	2008-09	1,231.7	4,897.1	4,462.2	1,601.2
	2009-10	1,601.2	4,347.6	4,347.4	1,565.2
	2010-11	1,565.2	5,357.9	4,290.3	2,355.6
	2011-12	2,355.6	5,529.5	4,772.5	3,056.9
	2011-12	3,056.9	3,250.9	4,601.6	1,784.5
Chopped	2008-09	402.4	316.7	400.4	299.3
	2009-10	299.3	190.3	360.8	130.2
	2010-11	130.2	458.5	341.1	243.4
	2011-12	243.4	393.3	334.7	296.4
	2012-13	296.4	311.6	331.2	273.0

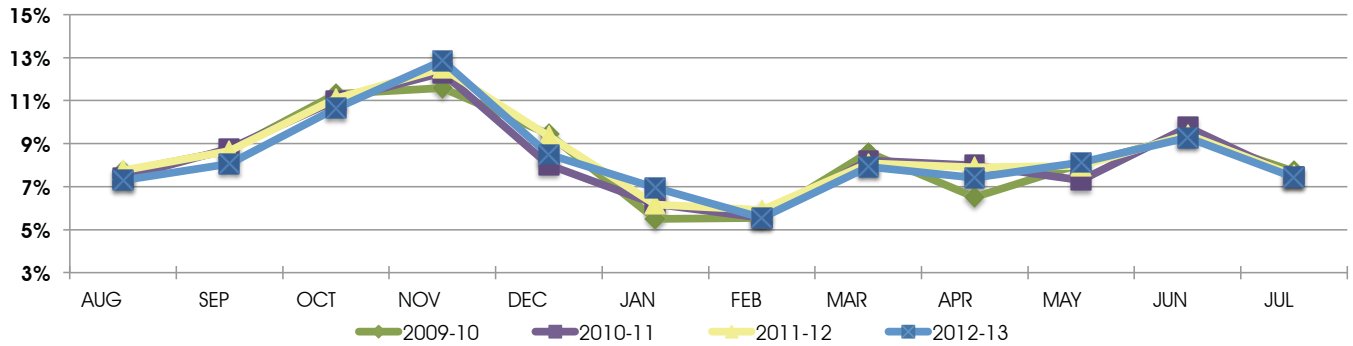
* Includes Green Ripe

** Includes small amount of halved

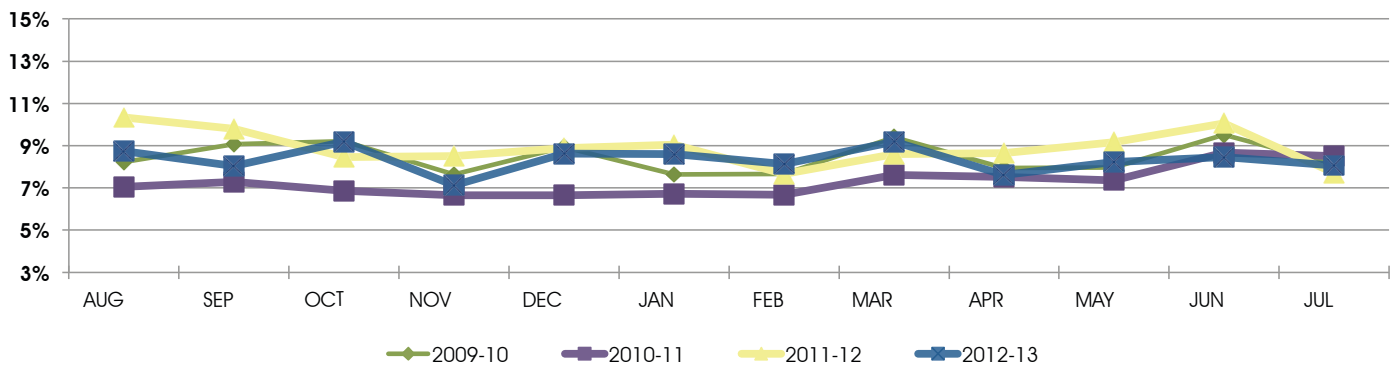
Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

Consumer Shipments - % Month



Food Service Shipments - % Month



Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

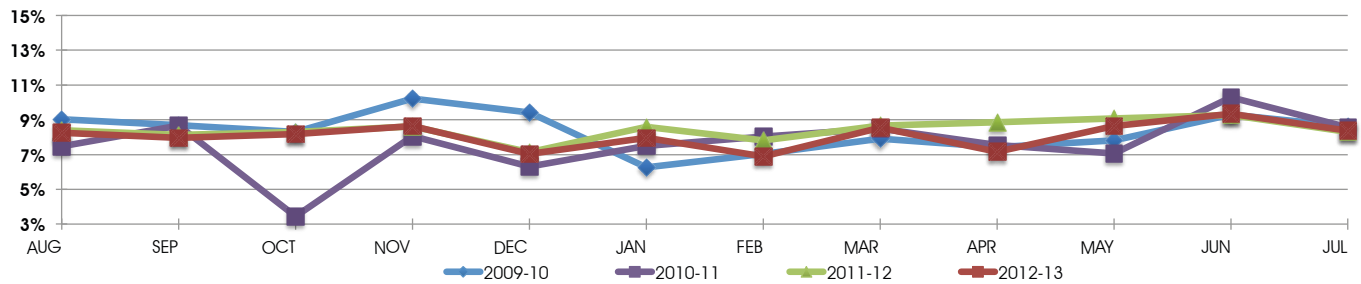
SHIPMENTS BY MONTH CANNED RIPE & GREEN RIPE - WHOLE & PITTED 2002-03 TO 2012-13 (Thousands of cases 24/300 Basis)

Month	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
August	581.3	617.4	617.4	719.3	804.2	561.8	693.2	620.1	610.1	637.7	583.8
September	719.0	807.7	807.7	772.0	828.9	592.2	825.8	724.1	723.1	722.8	642.1
October	997.7	987.7	987.7	981.8	879.8	921.6	925.6	982.0	947.5	962.5	896.9
November	1,214.3	1,144.3	1,144.3	1,303.6	1,038.5	1,192.2	1,125.9	970.0	1083	1091.8	1102.5
December	982.3	1,049.3	1,049.3	942.1	823.2	770.4	809.8	797.1	700.7	814.4	712.4
January	445.7	563.9	563.9	530.0	589.0	376.4	428.8	447.8	493.9	485.3	535.3
February	412.1	453.1	453.1	463.0	544.6	439.3	487.3	431.8	413.3	463.9	422.8
March	675.4	723.5	723.5	700.3	636.7	635.7	671.7	718.1	679.5	656.7	632.9
April	723.3	650.4	650.4	653.8	615.5	551.0	559.2	533.7	672.8	625.2	602.3
May	731.8	755.3	755.3	769.2	565.2	742.9	635.9	671.7	605.7	632.7	641.7
June	795.2	878.7	878.7	852.9	754.2	772.6	795.6	773.7	790.1	764.1	742.0
July	864.7	700.9	700.9	631.6	512.5	652.0	608.0	628.5	600.4	598.1	575.0
TOTAL	9,142.8	9,332.2	9,332.2	9,319.6	8,592.3	8,208.1	8,566.8	8,298.6	8,320.1	8,455.2	8,089.7
Green-W/ Ptd	32.5	36.3	36.3	37.2	33.8	42.9	54.4	75.7	75.7	102.8	158.3
TOTALS	9,175.3	9,368.5	9,368.5	9,356.8	8,626.1	8,251.0	8,621.2	8,374.3	8,395.8	8,558.0	8,248.0

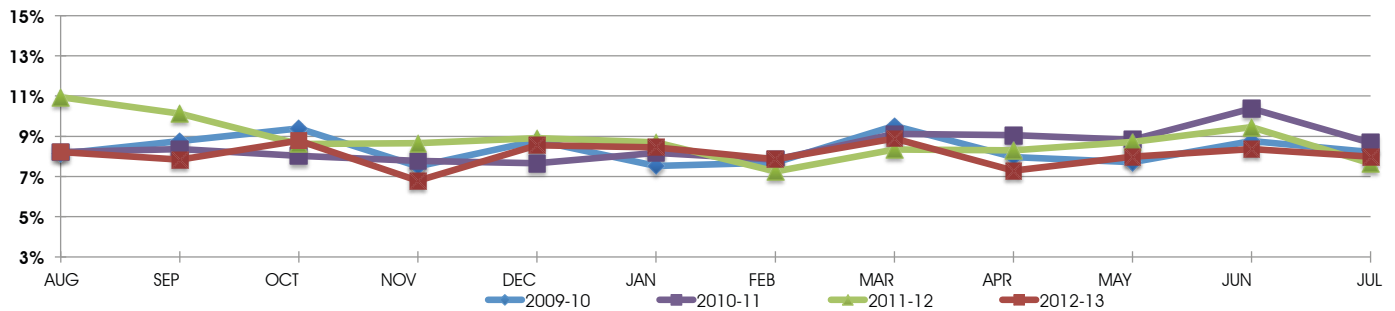
Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

Consumer Sliced & Chopped Shipments - % Month



Food Service Sliced Shipments - % Month



Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

SHIPMENTS BY MONTH CANNED RIPE OLIVES - LIMITED STYLES * 2003-04 TO 2012-13 (Thousands of cases 24/300 Basis)

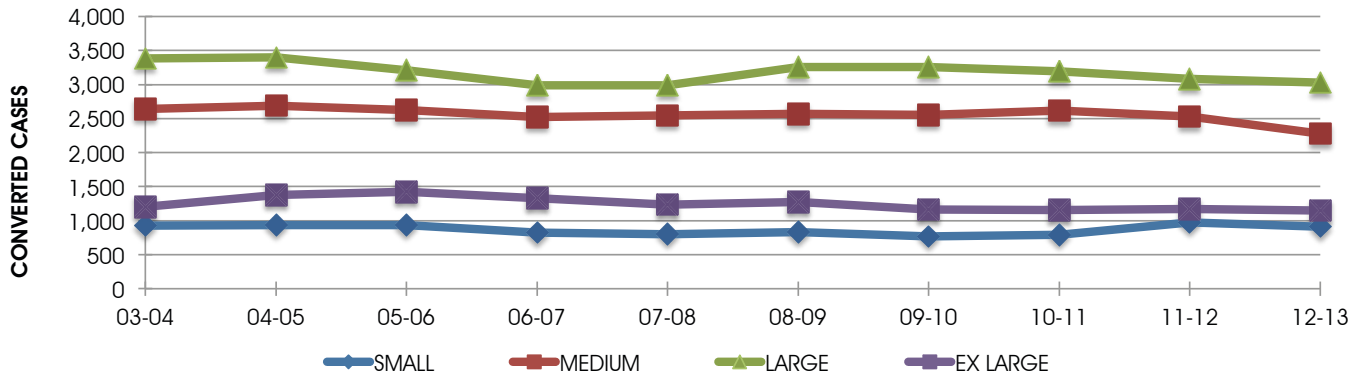
Month	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
August	421.1	480.4	507.8	571.5	431.6	398.4	400.4	376.5	468.3	420.7
September	471.9	510.1	488.9	494.4	416.8	499.9	419.1	405.6	453.6	410.6
October	444.1	533.4	430.6	435.6	412.9	401.2	422.2	390.1	408.3	439.2
November	397.7	453.9	464.8	435.7	440.2	366.4	410.3	370.8	417.8	385.2
December	492.6	472.9	428.6	460.7	368.5	385.5	413.7	327.3	400.2	401.1
January	424.6	371.5	400.9	434.7	369.8	352.7	331.4	358.3	420.6	423.2
February	403.9	384.3	440.6	399.9	367.5	352.7	356.1	362.8	369.5	384.6
March	498.3	492.7	546.1	450.2	421.4	438.1	427.4	403.1	422.8	444.0
April	435.1	471.4	413.4	438.0	377.4	389.3	360.1	397.8	420.5	370.0
May	430.5	475.1	480.3	428.7	429.7	432.5	373.9	380.4	452.1	421.1
June	510.9	531.5	534.5	441.4	450.8	453.4	434.3	487.1	490.6	442.3
July	450.3	486.5	463.8	398.2	631.5	437.6	395.1	400.1	412.2	415.6
TOTALS	5,381.0	5,663.7	5,600.3	5,389.0	5,118.1	4,907.7	4,744.0	4,659.9	5,136.5	4,957.6

*Limited styles consist of Sliced, Chopped and Wedged

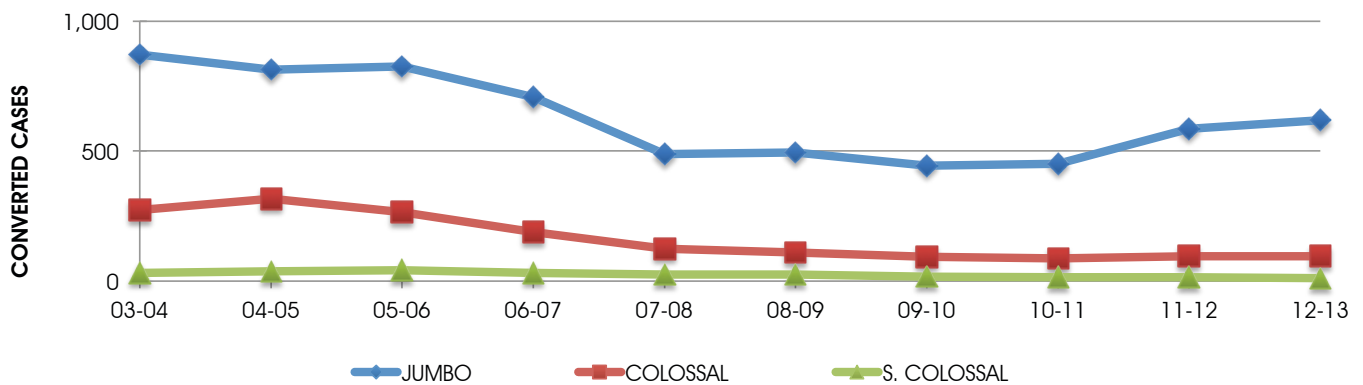
Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

Shipments by Size Grade



Shipments by Size Grade



Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

SHIPMENTS BY SIZE GRADE CANNED RIPE & GREEN RIPE - WHOLE & PITTED 2003-04 TO 2012-13 (Thousands of cases 24/300 Basis)

Size Grade	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Small	927.5	931.7	931.3	823.6	798.9	834.4	765.1	795.9	975.7	909.4
Medium	2,643.0	2,690.6	2,627.8	2,524.3	2,549.6	2,569.6	2,551.6	2616.1	2525.5	2,276.1
Large	3,379.9	3,399.5	3,206.8	2,985.3	2,990.1	3,258.8	3,248.8	3186.7	3078.3	3,031.6
Ex Large	1,204.0	1,351.1	1,421.4	1,330.4	1,231.4	1,254.3	1,160.3	1151.2	1173.8	1,148.5
Ex Lg Sev	1.5	27.4	0.2	0.0	0.7	20.3	11.3	0	0	0
Jumbo	871.4	813.0	824.9	707.5	488.7	493.9	435.7	445.4	580.4	618.2
Colossal	273.5	317.5	266.0	189.5	124.2	110.0	92.1	85.2	93.9	94.7
Sup Col	31.5	38.4	41.3	31.7	24.4	25.6	15.9	15.6	13.9	11.4
TOTALS	9,332.3	9,569.2	9,319.7	8,592.3	8,208.0	8,566.9	8,280.8	8,296.1	8,441.5	8,089.9
G.Rp-Wh/Ptd	39.2	36.3	37.1	33.8	43.0	54.4	75.7	85.3	102.8	158.3
TOTALS	9,371.5	9,605.5	9,356.8	8,626.1	8,251.0	8,621.3	8,356.5	8,381.4	8,544.3	8,248.2

Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

SHIPMENTS BY SIZE OF CONTAINER CANNED RIPE & GREEN RIPE - WHOLE & PITTED BROKEN PITTED - LIMITED USE STYLES 2008-09 TO 2012-13 (Thousands of cases 24/300 Basis)

Container	Styles	2008-09	2009-10	2010-11	2011-12	2012-13
No. 10 (600 x 700)	Whole	7.1	5.7	3.9	4.0	3.1
	Pitted	598.9	4.7	423.3	431.1	389.7
	Bkn Pitted	0.3	0.3	0.0	0.0	0.0
	Wedged	42.2	12.5	26.0	27.5	23.1
	Sliced	2,717.1	2,882.6	2,643.1	3,122.8	2,922.0
	Chopped	48.5	22.1	27.6	27.8	25.3
	Grn Ripe Ptd	1.9	0.0	0.0	0.0	-
Foodservice Total		3,416.0	2,927.9	3,123.9	3,613.2	3,363.2
No. 300 (300 x 407)	Whole	9.4	13.8	10.0	9.7	9.4
	Pitted	7,916.3	7,531.2	7,931.5	8,090.3	7,824.0
	Bkn Pitted	51.8	64.8	17.9	17.1	23.6
	Wedged	-	-	-	-	-
	Sliced	124.0	119.5	170.7	171.5	220.2
	Chopped	4.2	0.0	2.7	1.3	1.9
	Grn Ripe Wh/Ptd	52.5	75.6	85.3	102.8	158.3
Buffet (211 x 304)	Whole	-	-	-	-	-
	Pitted	35.1	23.6	26.5	23.0	22.1
	Bkn Pitted	-	-	-	-	-
	Wedged	-	-	-	-	-
	Sliced	689.6	982.5	619.3	607.4	633.4
	Chopped	7.4	2.0	75.8	241.1	7.3
2-1/4 OZ (211 x 200)	Wedged	2.2	2.9	2.1	1.9	1.6
	Sliced	996.6	931.5	857.3	870.8	826.1
4-1/4 OZ (211 x 200)	Chopped	344.6	340.3	0.0	304.1	296.8
Consumer Total		10,233.7	10,087.7	9,799.1	10,441.0	10,024.7
TOTALS		13,649.7	13,015.6	12,923.0	14,054.2	13,387.9

Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

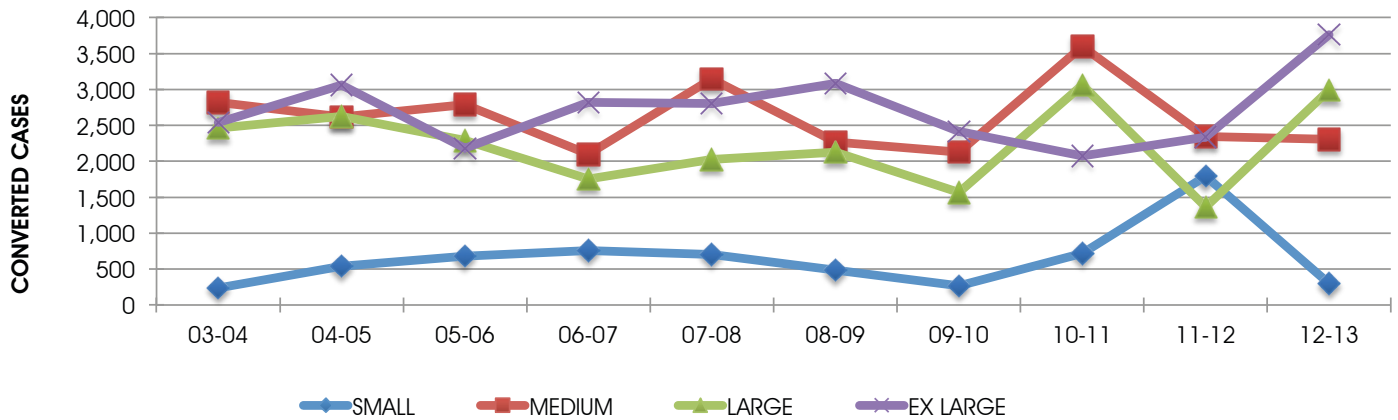
SHIPMENTS BY SIZE OF CONTAINER CANNED RIPE & GREEN RIPE - WHOLE & PITTED BROKEN PITTED - LIMITED USE STYLES 2008-09 TO 2012-13 (Thousands of cases 24/300 Basis)

Container	Styles	2008-09	2009-10	2010-11	2011-12	2012-13
No. 10 (603 x 700)	Whole	3.3	8.6	3.4	2.7	3.4
	Pitted	388.6	347.9	556.1	403.1	458.3
	Bkn Pitted	0.0	0.0	0.0	-	-
	Wedged	75.9	3.8	0.0	28.7	36.7
	Sliced	2,896.1	1,062.2	3,223.3	3,845.4	1,752.0
	Chopped	33.9	4.3	35.9	17.6	47.5
	Grn Ripe Ptd	-	-	-	-	-
Foodservice Total		3,397.8	1,426.8	3,818.7	4,297.5	2,297.9
No. 300 (300 x 407)	Whole	12.6	13.4	17.7	13.0	18.8
	Pitted	7,287.3	8,154.8	9,892.5	8,395.0	9,237.6
	Bkn Pitted	23.1	48.8	39.8	56.4	7.8
	Wedged	-	-	-	-	-
	Sliced	107.8	138	193.3	303.9	143.4
	Chopped	4.1	5	2.6	0.0	3.6
	Grn Ripe Wh/Ptd	29.9	172.5	54.7	106.0	72.3
Buffet (211 x 304)	Whole	-	-	-	-	-
	Pitted	46.2	78.2	24.8	27.5	24.3
	Bkn Pitted	-	-	-	-	-
	Wedged	-	-	-	-	-
	Sliced	665.6	777.2	911.9	624.8	532.6
	Chopped	5.5	16.3	0.0	0.0	0.0
2-1/4 OZ (211 x 200)	Wedged	2.6	3.9	0.0	2.3	3.5
	Sliced	838.8	1,085.8	2,196.9	755.4	823.0
4-1/4 OZ (211 x 200)	Chopped	455.6	261.5	420.0	375.8	260.4
Consumer Total		9,479.1	10,755.4	13,754.2	10,660.1	11,127.3
TOTALS		12,876.9	12,182.2	17,572.9	14,957.6	13,425.2

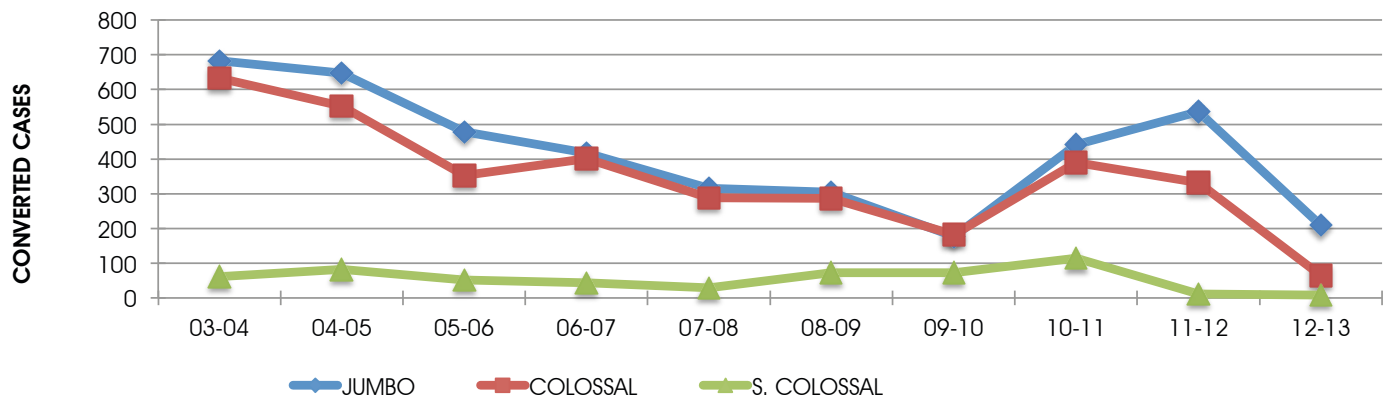
Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

Shipments by Size Grade



Shipments by Size Grade



Source: COC/NASS

CALIFORNIA RIPE OLIVE DATA

CUMULATIVE PACKED BY SIZE CANNED RIPE & GREEN RIPE - WHOLE & PITTED 2003-04 TO 2012-13 (Thousands of cases 24/300 Basis)

Size Grade	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Small	237.3	542.5	677.9	758.8	703.7	484.8	264.2	717.8	1,792.8	302.5
Medium	2,824.4	2,616.9	2,789.8	2,099.9	3,149.2	2,269.5	2,131.6	3,596.4	2,345.6	2,306.8
Large	2,459.9	2,623.1	2,292.7	1,750.0	2,023.8	2,131.2	1,566.1	3,063.7	1,365.0	2,995.2
Ex Lg	2,447.4	2,967.7	2,156.2	2,768.2	2,775.5	3,050.1	2,421.1	2,078.1	2,333.9	3,760.8
Ex Lg Sev	92.4	95.9	25.8	55.7	28.2	34.9	7.7	28.3	1.7	0.0
Jumbo	683.4	647.2	478.1	417.4	315.9	305.0	183.2	445.5	536.8	210.0
Colossal	632.7	552.9	353.0	401.1	289.0	286.6	187.4	391.5	331.6	64.8
Sup Col	61.0	81.7	52.0	43.1	29.4	73.2	72.2	118.4	12.3	8.0
TOTAL	9,438.5	10,127.9	8,825.5	8,294.2	9,314.7	8,635.3	6,833.5	10,439.7	8,719.7	9,648.1
GR-W/Ptd	68.2	16.7	36.4	60.3	29.9	175.5	25.0	54.7	106.0	72.3
TOTALS	9,506.7	10,144.6	8,861.9	8,354.5	9,344.6	8,810.8	6,858.5	10,494.4	8,825.7	9,720.4

Source: COC/NASS

CROP AND PRICES

PRODUCING COUNTY REPORT: IN TONNAGE *

2012 Harvest

County	SEVI	MANZ	OTHER	Grand totals
Butte	90	214	-	304
Colusa	-	3	-	3
Fresno	30	1,894	-	1,924
Glenn	3,137	17,054	18	20,209
Kern	3	111	-	114
Madera	102	2,540	-	2,642
San Joaquin	-	17	-	17
Shasta	-	45	62	107
Tehama	5,948	17,887	351	24,186
Tulare	759	28,271	204	29,234
Grand Total	10,069	68,036	635	78,740

2013 Harvest

County	SEVI	MANZ	OTHER	Grand totals
Butte	-	175	40	215
Colusa	-	-	-	-
Fresno	90	3,609	-	3,699
Glenn	1,165	9,379	3	10,547
Kern	11	1,699	-	1,710
Madera	55	239	-	294
San Joaquin	-	-	-	-
Shasta	-	1	37	38
Tehama	3,249	9,059	153	12,461
Tulare	879	60,722	227	61,828
Grand Total	5,449	84,883	460	90,792

Source: COC/NASS

*Tonnage is reported based on actual production of the current year. Tonnage from varieties, within counties may vary from year to year.

CROP AND PRICES

2012-13 Producing County Report: in Commercial Acreage *

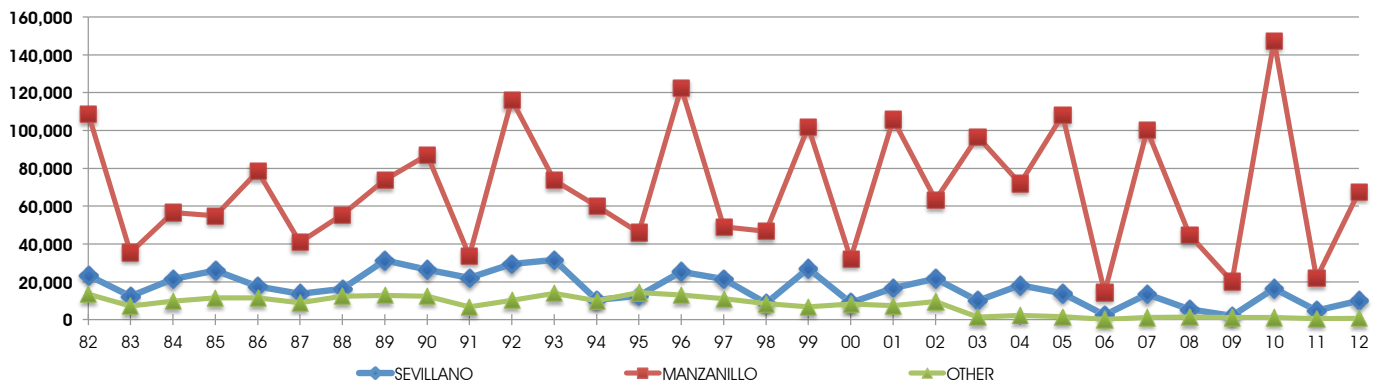
County	SEVI	MANZ	OTHER	Grand totals
Butte	-	211	140	351
Colusa	-	20	5	25
Fresno	27	593	5	625
Glenn	446	3,023	17	3,486
Kern	-	240	-	240
Madera	45	316	-	361
San Joaquin	-	35	56	91
Shasta	-	12	-	12
Tehama	1,308	2,919	137	4,364
Tulare	488	12,838	75	13,401
Grand Total	2,314	20,207	435	22,956

Source: COC

*Acreage is reported based on actual production of the current year. Acreage may vary from year to year

CROP AND PRICES

CALIFORNIA OLIVES RECEIVED: SEVILLANO, MANZANILLO, & OTHER VARIETIES



Source: COC/NASS

CROP AND PRICES

CALIFORNIA OLIVE RECEIPTS BY VARIETY DELIVERED TO REGULATED HANDLERS 2003-04 TO 2012-13 (in Tons)

Variety	Season	Canning	Limited	Undersize	Culls *	TOTAL
SEVILLANO	2003-04	8,543	575	403	406	9,927
	2004-05	15,314	1,537	732	692	18,275
	2005-06	11,832	854	384	725	13,795
	2006-07	2,136	145	133	99	2,513
	2007-08	11,052	1,308	566	517	13,443
	2008-09	4,923	211	187	127	5,448
	2009-10	1,589	140	172	24	1,925
	2010-11	12,956	2,029	868	660	16,513
	2011-12	3,957	347	187	211	4,702
	2012-13	8,737	636	325	255	9,953
MANZANILLO	2003-04	82,755	9,629	1,130	3,277	96,791
	2004-05	52,976	14,068	2,782	1,998	71,824
	2005-06	80,734	19,968	4,008	3,581	108,291
	2006-07	12,530	1,339	193	268	14,330
	2007-08	76,092	18,405	3,403	2,329	100,229
	2008-09	37,581	5,374	960	891	44,806
	2009-10	18,453	928	164	473	20,018
	2010-11	101,234	34,465	6,612	5,082	147,393
	2011-12	19,192	1,735	302	637	21,866
	2012-13	59,307	5,425	674	2,105	67,511
OTHER VARIETIES	2003-04	942	263	38	37	1,280
	2004-05	1,441	521	101	77	2,140
	2005-06	1,060	313	55	75	1,503
	2006-07	103	17	2	4	126
	2007-08	928	193	25	65	1,211
	2008-09	856	306	104	23	1,289
	2009-10	857	183	28	22	1,090
	2010-11	739	260	33	45	1,077
	2011-12	314	47	6	10	377
	2012-13	427	223	37	27	714
TOTAL	2003-04	72,240	10,467	1,571	3,720	87,998
	2004-05	69,731	16,126	3,616	2,766	92,239
	2005-06	93,627	21,135	4,447	4,380	123,589
	2006-07	14,769	1,501	328	370	16,968
	2007-08	88,072	19,906	3,994	2,911	114,883
	2008-09	43,360	5,891	1,250	1,042	51,543
	2009-10	20,899	1,251	364	519	23,033
	2010-11	114,930	36,754	7,514	5,787	164,985
	2011-12	23,463	2,129	495	858	26,945
	2012-13	68,471	6,284	1,036	2,387	78,178

* Includes ungraded fruit

Source: COC/NASS

CROP AND PRICES

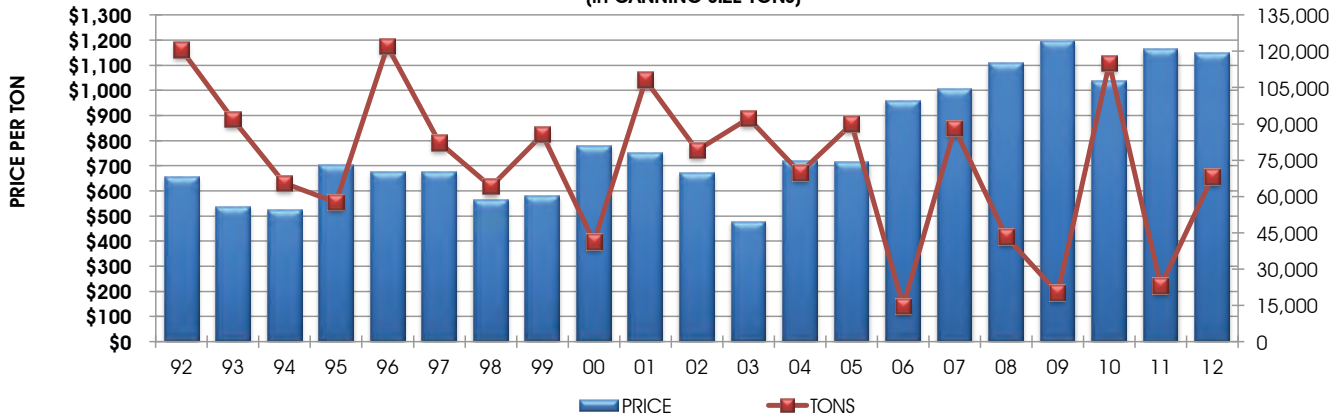
GROWER DELIVERIES TO HANDLERS BY SIZE GRADE 2003-04 TO 2012-13 (in Tons)

Size Grade	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Small	14,556	13,248	19,423	1,800	18,392	6,006	1,432	34,193	2,121	8,544
Medium	23,057	13,521	23,076	2,852	19,962	7,868	2,637	28,647	3,247	13,780
Large	28,229	11,531	20,317	3,614	21,970	11,544	5,417	25,507	5,158	16,634
Ex Lg	18,373	18,224	19,939	4,483	17,812	12,999	9,821	13,376	8,852	20,676
Jumbo	2,745	5,997	4,763	705	4,146	1,324	431	6,180	1,133	3,289
Colossal	3,584	5,317	4,965	890	4,146	2,345	596	3,427	1,633	3,097
Sup Col	1,695	1,899	1,145	424	1,644	1,274	566	801	948	1,445
Limited	10,467	16,125	21,134	1,501	19,906	5,891	1,251	36,754	2,129	6,285
Canning & Ltd Total	102,706	85,862	114,762	16,269	107,978	49,251	22,151	148,885	25,221	73,750

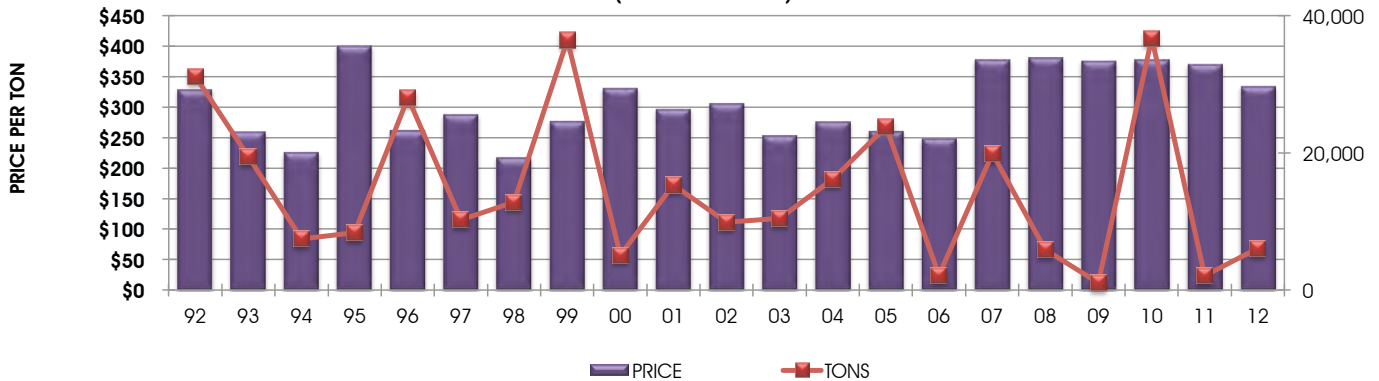
Source: COC/NASS

CROP AND PRICES

OLIVE GROWER PRICES & DELIVERIES
(in CANNING SIZE TONS)



OLIVE GROWER PRICES & DELIVERIES
(in LIMITED SIZE TONS)



Source: OGC/NASS

CROP AND PRICES

CALIFORNIA OLIVES - GROWER PRICES 1993-94 TO 2012-13

YEAR	Canning Size	Avg. Price \$	Limited Size	Avg. Price \$
	Tons		Tons	
1993-94	91,835	539	19,465	260
1994-95	65,515	523	7,447	226
1995-96	57,414	706	8,369	401
1996-97	122,012	676	28,065	262
1997-98	82,150	676	10,235	288
1998-99	64,161	564	12,830	218
1999-00	85,639	580	36,474	277
2000-01	41,260	781	5,114	331
2001-02	108,143	754	15,297	297
2002-03	79,113	672	9,893	306
2003-04	92,240	478	10,467	254
2004-05	69,737	720	16,126	276
2005-06	93,627	715	21,135	261
2006-07	14,769	961	1,501	249
2007-08	88,072	1,008	19,906	378
2008-09	43,360	1,109	5,891	381
2009-10	20,043	1,197	1,068	375
2010-11	114,930	1,040	36,754	378
2011-12	23,147	1,165	2,082	370
2012-13	68,044	1,150	6,062	334

Source: Olive Growers Council (OGC)

Average Price- Independent canner price not including standard bonus, extra bonus, or hauling allowance.

CROP AND PRICES

U.S. CUSTOMS IMPORT DATA IN GROWER TONS

CROP YEAR	WHOLE/PITTED FS & RETAIL	FS SLICED	FS WEDGED & CHOPPED	TOTAL CANNED	BULK (Aug-July)	TOTAL IMPORTS
2003-04	7,629	52,596	4,660	64,885	2,603	67,488
2004-05	7,093	49,910	2,341	59,344	4,555	63,899
2005-06	5,938	55,673	3,726	65,337	7,911	73,248
2006-07	7,045	58,821	3,396	69,261	19,368	88,629
2007-08	8,053	61,601	4,163	73,817	9,265	83,082
2008-09	7,625	50,259	2,093	59,977	15,742	75,719
2009-10	9,775	56,696	4,341	70,812	27,494	98,306
2010-11	8,928	57,458	3,945	70,331	29,212	99,543
2011-12	8,439	60,209	4,475	73,123	4,641	99,543
2012-13	8,898	58,345	3,757	71,000	15,629	86,629

Source: US Customs



Reference Sources:

California Olive Committee (COC)

U. S. Department of Agriculture (USDA)

National Agricultural Statistics Service (NASS)

Olive Grower Council (OGC)

U.S. Customs

www.calolive.org

March 2014