

Olive Day, Corning, CA Wednesday, April 16th, 2008

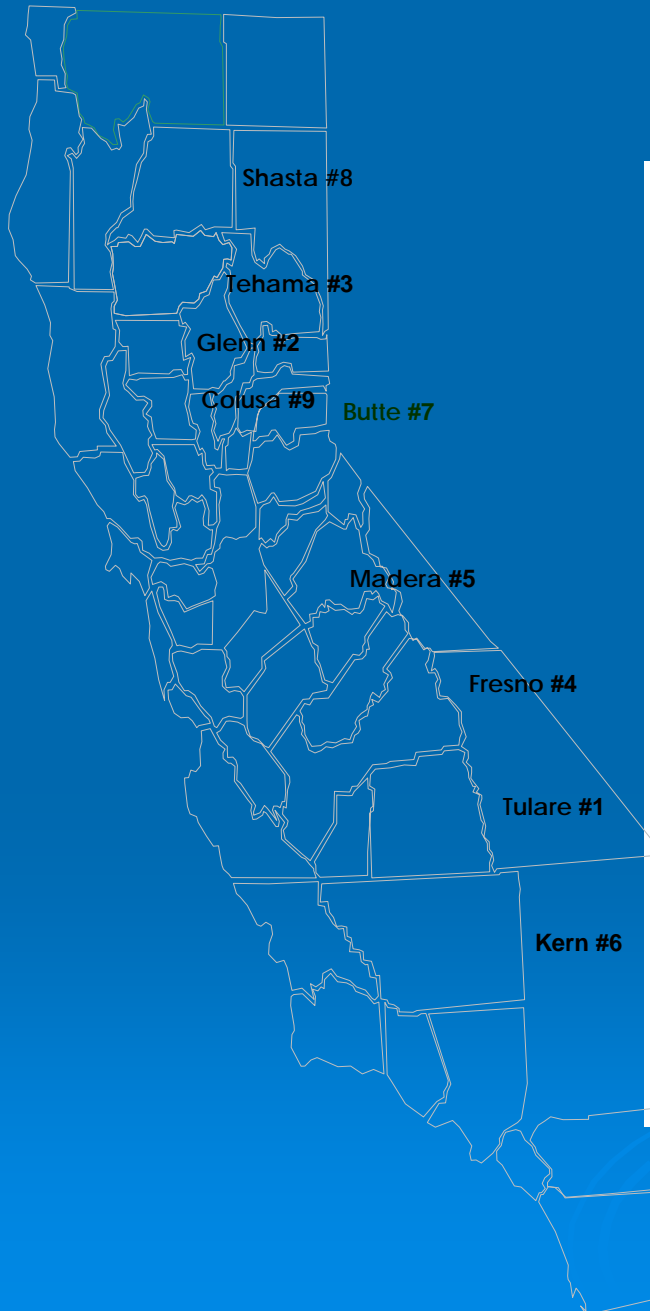


California Olive Committee Report:



- ❖ 2007 Harvest
- ❖ 2007/08 Olive inventory
- ❖ 2008 Research projects
- ❖ 2008 Marketing plan

These are the counties that produced the tonnage for 2007/08



County	<i>Sev</i>	<i>Man</i>	<i>Other</i>	<i>Totals</i>
Tulare - 1	998	63,638	210	64,846
Glenn - 2	6,135	22,567	89	28,791
Tehama*- 3	* 5,771	* 9,042	* 729	* 15,542
Fresno - 4	126	3,829	0	3,955
Madera - 5	225	1,537	0	1,762
Kern - 6	0	1,079	0	1,079
Butte - 7	153	107	184	444
Shasta - 8	124	30	65	219
Colusa - 9	0	3	0	3
<u>Totals:</u>	<u>13,532</u>	<u>101,833</u>	<u>1,277</u>	<u>116,641</u>

• based upon 2007 COC-3 report data
and includes trash

CA Weekly Olive Receipts Report by Bell Carter & Musco for 2007's harvest *in tons*

Size:	SEV	MANZ	OTHER	Total	%
SMALL	0	18,261	131	18,392	16
MEDIUM	0	19,859	102	19,962	17
LARGE	0	21,802	168	21,970	19
EX LARGE	0	16,169	308	16,477	14
EX LARGE SEV	1,335	0	0	1,335	2
JUMBO	3,975	0	171	4,146	4
COLOSSAL	4,103	0	44	4,146	4
SUP COLOSSAL	1,640	0	4	1,644	1
<u>TOTAL CANNING</u>	<u>11,052</u>	<u>76,092</u>	<u>928</u>	<u>88,072</u>	<u>77</u>
<i>Limited</i>	<i>1,308</i>	<i>0</i>	<i>83</i>	<i>1,391</i>	<i>1</i>
<i>Limited/Petite</i>	<i>0</i>	<i>12,547</i>	<i>79</i>	<i>12,626</i>	<i>11</i>
<i>Limited/Sub-Petite</i>	<i>0</i>	<i>5,858</i>	<i>32</i>	<i>5,889</i>	<i>5</i>
<i>Undersize</i>	<i>566</i>	<i>3,403</i>	<i>24</i>	<i>3,994</i>	<i>3</i>
<i>Culls</i>	<i>517</i>	<i>2,330</i>	<i>65</i>	<i>2,912</i>	<i>3</i>
<u>TOTAL RECEIPTS</u>	<u>13,443</u>	<u>100,229</u>	<u>1,211</u>	<u>114,883</u>	<u>100</u>

Source: USDA, National Agricultural Statistics Service, California Field office
P.O.Box 1258, Sacramento, CA 95812 (916) 498-5161 Estimates Group: Susan Young
http://www.nass.usda.gov/Statistics_by_State/California/Publications/Fruits_and_Nuts/Olives_2007.asp

CA Black Table Ripe Olive Acreage - *Variety by County*

<u>County</u>	<u>Sevi</u>	<u>Manz</u>	<u>Other</u>	<u>Totals</u>
Tulare	607	14,693	42	15,342
Tehama	2,399	2,987	205	5,591
Glenn	856	3,260	18	4,133
Madera	180	1,103	21	1,304
Fresno	29	661	5	695
Kern	0	290	0	290
Shasta	151	34	17	202
Colusa	0	20	3	23
San Joaquin	3	17	0	20
<u>Totals</u>	<u>4,225</u>	<u>23,065</u>	<u>311</u>	<u>27,599</u>

Size Inventory: in tons as of February 29th, 2008

Size:	Inv & Raw: <i>(in tons)</i> End of Feb 08	Avg mthly sales: <u><i>(in tons)</i></u>	How many <u>months</u> will it last?
Small	16,708	415	40 +
Medium	18,717	1,337	14
Large	21,901	1,507	14 +
Ex Large	12,981	665	19 +
Ex Large Sev	972	0	972
Jumbo	3,543	262	13 +
Colossal	3,384	69	49
Sup Colossal	1,327	14	94 +
Green Ripe	247	21	11 +
approx total	79,780		

Any guesses for this year's harvest?



Keep up that spraying!



Contact the COC Office at:

cdarling@unwiredbb.com to be added to
weekly OLF blast email news list – or-

[call 559.456.9096](tel:559.456.9096) to get on OLF Weekly fax
list !

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Project Leader ~	Project Title :
Daane, K. & Johnson, M.	*2008 Field & Release of Imported Enemies of OLF
Yokoyama, V.	*2008 Biological/Cultural Control of OLF thru Guatemala
Burns, J. & Glozer, K., Ferguson, L.	*Development of Mechanical Harvesting for Olives: 2007-2010 (continuing work w/Abscission Materials) (for trees up to 25 years of age)
Rosa, U. & Smith, D., Ferguson L.	*Performance Evaluation of a Canopy Shaker Harvester
Smith, D. Stewart, Jim. (Ag IPM Consultants, Inc.) Krueger, William H. Gubler, D. Sibbett, S.	*Development & Performance Evaluation of the DSE Mechanical Harvester (for trees 25 + years in age) *2008 Southern Region's OLF trap counts *2008 Northern Region's OLF trap counts *Control Methods for Fungal Pathogens for Olive Trees *2008 Research Oversight Consulting
CA Specialty Crops Council, Berger, L.	*Annual membership- Organization that helps get IR-4 on Danitol, etc.

What does
marketing-research
say
Consumers
want?



Marketing Plan 2008



Recent research website survey reveals = 79%
biggest single request was new recipes!

Marketing Plan 2008

- We have established over 100,000 web members!
- We're changing the focus- featuring the grower's relationship to the CA black table ripe olives in:
 - New website design
 - New video
 - New direction in grocery trade advertising (10 weekly ads in Supermarket News)
 - New recipes!



Thank you!

