



Fresh Potato Sales

Marketing Year 2020 Quarter 1

(MY20 Q1 July 1-September 30, 2019)

Recap:

- ❖ Fresh potato sales increased in dollar sales by 2.0%. Volume sales for fresh potatoes were nearly flat but declined by 0.3% during the first quarter.
- ❖ Red potatoes were the main driver in the decline in fresh potato sales volume.
- ❖ Russet sales volume increased, but dollar sales were down due to a 1.6% decrease in the price per pound.
- ❖ Yellow, white, and medley fresh potatoes saw an increase in both dollar and volume sales.
- ❖ One through four pound package sizes of fresh potatoes had the largest dollar and volume sales increase.
- ❖ Package Size numbers will be available in January for July through December 2019. The category is being rebuilt on the back end.

MY20 Q1 Total Fresh Potato Sales

Fresh Potato Sales Q1	Current	Year Ago	Change vs YA	% Change vs YA
Dollar Sales	\$690,264,196	\$677,057,154	\$13,207,041	2.0%
Volume Sales	888,405,617	890,820,203	-2,414,586	-0.3%
Price per Pound	\$0.78	\$0.76	\$0.02	2.2%

*Numbers reflect sales for total multi-outlet retailers.

MY20 Q1 Performance by Potato Type

Fresh Potato Sales Q1	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
Russet	\$344,276,242	-1.1%	579,174,428	65%	0.5%	\$0.59	-1.6%
Red	\$144,564,299	-1.8%	129,704,510	15%	-15.2%	\$1.11	15.8%
Yellow	\$113,332,306	12.2%	95,124,858	11%	4.0%	\$1.19	7.9%
White	\$42,336,460	4.1%	54,254,267	6%	6.0%	\$0.78	-1.8%
Medley	\$23,386,412	16.1%	11,515,307	1%	23.8%	\$2.03	-6.2%
Fingerling	\$5,111,824	-3.7%	2,307,800	0%	-1.9%	\$2.22	-1.9%
Purple/Blue	\$1,245,319	-13.4%	565,820	0%	-16.8%	\$2.20	4.1%
All Other	\$15,710,901	20.2%	15,680,432	2%	144.4%	\$1.00	-50.8%

*Numbers reflect sales for total multi-outlet retailers. Not all retailers report individual numbers by category.

MY20 Q1 Organic and Conventional

Fresh Potato Sales Q1	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
Organic	\$29,642,700	-1.8%	19,253,230	2.2%	-6.5%	\$1.54	5.0%
Conventional	\$659,826,213	2.2%	868,204,507	97.8%	-0.1%	\$0.76	2.3%

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MY20 Q1 PERFORMANCE BY CATEGORY

MY20 Q1 Performance by Package Size

*Package Size data will be available in January for July-December 2019. The category is being reorganized on the back end.

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MY20 Q1 Performance by Package Type

Fresh Potato Sales Q1	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
Bag	\$515,648,101	2.4%	745,711,714	84%	-0.3%	\$0.69	2.7%
Bulk	\$124,611,271	1.2%	118,078,781	13%	-1.0%	\$1.06	2.2%
Single Wrapped	\$10,180,333	-5.4%	5,331,311	0.6%	-4.0%	\$1.91	-1.5%
Micro/Steamer	\$12,807,705	-7.2%	4,180,804	0.5%	-13.0%	\$3.06	6.6%
Tray	\$11,437,011	28.3%	6,359,774	0.7%	65.0%	\$1.80	-22.2%
Multi-Wrapped	\$204,643	-83.4%	79,834	0.01%	-88.5%	\$2.56	44.7%
A/O Packaging	\$14,579,850	-0.8%	7,715,518	0.9%	3.9%	\$1.89	-4.5%

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5 Year Trends Fresh Potato Sales: Marketing YTD

Time Frame	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
MY16 Q1	\$627,720,313	-3.3%	959,158,598	-2.5%	\$0.65	-0.8%
MY17 Q1	\$649,048,861	3.4%	947,430,242	-1.2%	\$0.69	4.7%
MY18 Q1	\$668,904,068	3.1%	948,550,158	0.1%	\$0.71	2.9%
MY19 Q1	\$677,057,154	1.2%	890,820,203	-6.1%	\$0.76	7.8%
MY20 Q1	\$690,264,196	2.0%	888,405,617	-0.3%	\$0.78	2.2%

*Numbers reflect sales for total multi-outlet retailers.

