



# Total Potato Sales

## Marketing Year 2020 Quarter 1

(MY20 Q1 July 1-September 30, 2019)

### Recap:

- ❖ Total dollar sales increased by 2.6% and volume increased by 1.1%.
- ❖ Potato chips, frozen potatoes, and refrigerated potatoes increased in sales volume.
- ❖ Refrigerated potatoes saw a 7.3% lift in dollar sales and a 5.6% lift in volume sales, the largest for any category.
- ❖ Fresh potatoes, dehydrated potatoes, canned potatoes, and deli-prepared sides declined in sales volume. Supply issues for fresh appear to impact fresh sales volume.
- ❖ Deli-prepared sides were the only category declining in dollar sales by 1.0% and volume sales by 1.9%.

### MY20 Q1 Total Potato Sales

Measures	Q1	Q1 YA	Change vs YA	% Change vs YA
Dollar Sales	\$2,969,512,695	\$2,894,616,664	\$74,896,031	2.6%
Volume Sales	1,633,742,007	1,616,387,951	17,354,056	1.1%
Price per Pound	\$1.82	\$1.79	\$0.03	1.5%

\*Numbers reflect sales for total multi-outlet retailers.

### MY20 Q1 Performance by Month

Time	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
July 2019	\$941,924,748	4.2%	509,047,823	3.1%	\$1.85	1.1%
August 2019	\$1,148,389,815	3.0%	626,667,919	1.4%	\$1.83	1.5%
September 2019	\$879,198,132	0.4%	498,026,265	-1.3%	\$1.77	1.8%

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

### MY20 Q1 Performance by Category

Potatoes by Category	Dollar Sales	Dollar Sales % Change vs YA	FWE	Volume Sales (FWE)	Volume Share	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
Potato Chips	\$1,543,297,859	2.5%	4:1	1,307,389,963	43%	2.6%	\$4.72	-0.1%
Fresh Potatoes	\$690,264,196	2.0%	1:1	888,405,617	29%	-0.3%	\$0.78	2.2%
Frozen Potatoes	\$382,275,489	3.7%	1.7:1	493,107,424	16%	3.6%	\$1.32	0.1%
Refrigerated Potatoes	\$131,241,712	7.3%	2:1	112,083,530	4%	5.6%	\$2.34	1.7%
Dehydrated Potatoes	\$114,092,508	2.7%	6:1	190,079,038	6%	-2.1%	\$3.60	4.9%
Canned Potatoes	\$10,486,770	0.5%	1:1	11,883,053	0%	-1.3%	\$0.88	1.9%
Deli Prepared Sides	\$97,854,161	-1.0%	1:1	28,821,051	1%	-1.9%	\$3.40	1.0%

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# MY20 Q1 PERFORMANCE BY CATEGORY AND REGION

## MY20 Q1 Performance by Region

Region	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
California	\$241,355,829	4.0%	115,729,390	7%	1.8%	\$2.09	2.2%
Great Lakes	\$475,317,890	2.4%	258,765,309	16%	-0.1%	\$1.84	2.5%
Mid-South	\$428,749,454	1.7%	243,058,427	15%	-0.6%	\$1.76	2.3%
Northeast	\$490,710,481	1.1%	245,075,373	15%	0.0%	\$2.00	1.2%
Plains	\$229,492,370	2.6%	126,526,464	8%	-1.8%	\$1.81	4.4%
South Central	\$326,117,636	4.1%	203,003,439	12%	5.2%	\$1.61	-1.0%
Southeast	\$457,735,451	1.5%	248,747,048	15%	0.7%	\$1.84	0.9%
West	\$320,033,584	5.4%	192,836,556	12%	4.2%	\$1.66	1.1%

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## Yearly Trends

Time	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Volume	Price per Volume % Change vs YA
13 Week	\$2,969,512,695	2.6%	1,633,742,007	1.1%	\$1.82	1.5%
52 Week	\$11,839,818,356	2.2%	6,970,558,557	-0.03%	\$1.70	2.3%
Marketing YTD	\$2,969,512,695	2.6%	1,633,742,007	1.1%	\$1.82	1.5%

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## 5 Year Trends 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	\$2,732,973,857	-0.4%	1,652,021,419	-1.7%	\$1.65	1.3%
MY17 Q1	\$2,776,974,217	1.6%	1,649,375,516	-0.2%	\$1.68	1.8%
MY18 Q1	\$2,842,752,268	2.4%	1,664,252,321	0.9%	\$1.71	1.5%
MY19 Q1	\$2,894,616,664	1.8%	1,616,387,951	-2.9%	\$1.79	4.8%
MY20 Q1	\$2,969,512,695	2.6%	1,633,742,007	1.1%	\$1.82	1.5%

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