



# Fresh Potato Sales

## Marketing Year 2020 Quarter 3

(MY20 Q3 January-March 2020)

### Recap:

- ❖ Fresh potato dollar sales increased by 19.2% and volume sales increased by 15%.
- ❖ All potato types increased in volume sales.
- ❖ Petite potatoes now have their own category in the type section. Petites were previously categorized under All Other.
- ❖ Petite potatoes were the only category that decreased in dollar sales by 2.8%.
- ❖ All pack sizes showed double digit growth in dollar sales and volume sales.
- ❖ Bagged and bulk potatoes make up 98% of all potatoes sold in store. Both categories increased in dollar and volume sales.
- ❖ Fresh potato sales had a larger dollar sales increase than seen in the last five years.

### MY20 Q3 Total Fresh Potato Sales

Fresh Potato Sales	Q3	Q3 YA	Change vs YA	% Change vs YA
Dollar Sales	\$867,367,402	\$727,362,633	\$140,004,768	19.2%
Volume Sales	1,156,115,246	1,005,391,417	150,723,829	15.0%
Price per Pound	\$0.75	\$0.72	\$0.03	3.7%

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

### MY20 Q3 Performance by Potato Type

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
Russet	\$437,878,532	17.9%	738,344,294	64%	15.5%	\$0.59	2.1%
Red	\$174,784,413	14.3%	165,300,277	14%	1.0%	\$1.06	13.1%
Yellow	\$148,687,346	24.8%	138,749,826	12%	19.0%	\$1.07	4.9%
White	\$54,533,567	31.5%	78,122,746	7%	25.6%	\$0.70	4.7%
Medley	\$21,218,004	32.1%	10,039,244	1%	31.6%	\$2.11	0.4%
Petite	\$10,389,465	-2.8%	5,945,667	1%	0.9%	\$1.75	-3.7%
Fingerling	\$6,279,869	7.1%	2,829,696	0.2%	6.7%	\$2.22	0.3%
Purple/Blue	\$1,782,338	23.4%	822,586	0.1%	27.4%	\$2.17	-3.2%
All Other	\$11,331,456	35.2%	15,838,953	1%	134.2%	\$0.72	-42.3%

\*Numbers reflect sales for total multi-outlet retailers. Note petite potatoes are now separated from the All Other potato category.

### MY20 Q3 Organic and Conventional

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
Conventional	\$829,551,727	19.4%	1,129,357,186	97.8%	15.2%	\$0.73	3.7%
Organic	\$36,114,363	17.4%	25,157,909	2.2%	12.9%	\$1.44	4.0%

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

# MY20 Q3 PERFORMANCE BY CATEGORY

## MY20 Q3 Performance by Package Size

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
1 - 4 lbs.	\$202,955,366	20.5%	122,010,441	11%	15.8%	\$1.66	4.0%
5 lbs.	\$346,291,983	18.6%	560,621,645	49%	15.0%	\$0.62	3.2%
8 lbs.	\$31,563,147	17.1%	56,916,411	5%	10.7%	\$0.55	5.7%
10 lbs.	\$92,999,682	17.9%	213,175,038	18%	13.2%	\$0.44	4.2%
> 10 lbs.	\$15,579,924	24.9%	43,885,432	4%	23.8%	\$0.36	0.9%
All Other Sizes	\$14,927,758	5.9%	6,751,044	0.6%	4.6%	\$2.21	1.3%
Bulk	\$161,206,439	21.5%	151,103,710	13%	17.8%	\$1.07	3.2%

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## MY20 Q3 Performance by Package Type

Fresh Potato Sales	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
Bag	\$653,024,750	19.4%	977,563,871	85%	14.8%	\$0.67	4.0%
Bulk	\$161,206,439	21.5%	151,103,710	13%	17.8%	\$1.07	3.2%
Single Wrapped	\$11,727,873	15.0%	6,414,255	0.6%	30.0%	\$1.83	-11.6%
Micro/Steamer	\$12,407,139	7.2%	4,122,609	0.4%	-2.8%	\$3.01	10.3%
Tray	\$11,607,142	21.6%	5,758,981	0.5%	21.1%	\$2.02	0.4%
Multi-Wrapped	\$60,551	-90.9%	20,782	0.002%	-94.3%	\$2.91	60.3%
A/O Packaging	\$15,632,194	10.1%	9,530,887	0.8%	5.1%	\$1.64	4.7%

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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 Pound	Price per Pound % Change vs YA
Q3 FY16	\$695,670,785	1.3%	1,099,082,978	-1.2%	\$0.63	2.6%
Q3 FY17	\$694,904,943	-0.1%	1,057,390,052	-3.8%	\$0.66	3.8%
Q3 FY18	\$732,883,139	5.5%	1,063,344,059	0.6%	\$0.69	4.9%
Q3 FY19	\$727,356,382	-0.8%	1,005,390,134	-5.5%	\$0.72	5.0%
Q3 FY20	\$866,884,989	19.2%	1,155,993,289	15.0%	\$0.75	3.7%

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