



# Total Potato Sales

## Marketing Year 2020 Quarter 3

(MY20 Q3 January-March 2020)

### Recap:

- ❖ Total dollar sales increased by 15.5% and volume sales increased by 15%.
- ❖ Every category increased in both dollar and volume sales except for deli-prepared sides.
- ❖ Deli-prepared sides declined by 1.2% in dollar sales and 4.6% in volume sales. Many retailers removed parts of their deli-prepared sections since the beginning of March.
- ❖ Fresh, frozen, dehydrated, and canned potatoes saw double digit increases in both dollar and volume sales.
- ❖ Dehydrated potatoes had the largest increase in dollar sales. Dollar sales increased by 43% and volume sales increased by 35.9%.
- ❖ Potato chips and fresh potatoes make up almost 70% of the volume sales at retail. Both categories increased in dollar and volume sales.

### MY20 Q3 Total Potato Sales

Measures	Q3	Q3 YA	Change vs YA	% Change vs YA
Dollar Sales	\$3,364,827,223	\$2,913,504,520	\$451,322,704	15.5%
Volume Sales	2,010,564,189	1,747,938,629	262,625,560	15.0%
Price per Pound	\$1.67	\$1.67	\$0.01	0.4%

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

### MY20 Q3 Performance by Month

Time	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
January 2020	\$1,144,116,518	-1.0%	676,213,283	-3.505%	\$1.69	2.6%
February 2020	\$900,521,913	3.5%	527,908,201	1.3%	\$1.71	2.2%
March 2020	\$1,320,188,793	48.8%	806,442,706	53.3%	\$1.64	-3.0%

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

### MY20 Q3 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 Pound	Price per Pound % Change vs YA
Potato Chips	\$1,568,539,484	9.8%	4:1	1,306,709,181	36%	9.4%	\$4.80	0.4%
Fresh Potatoes	\$867,367,402	19.2%	1:1	1,156,115,246	32%	15.0%	\$0.75	3.7%
Frozen Potatoes	\$506,208,948	21.6%	1.7:1	640,475,375	18%	19.4%	\$1.34	1.9%
Dehydrated Potatoes	\$169,054,024	43.0%	2:1	92,761,310	3%	35.9%	\$3.64	5.2%
Refrigerated Potatoes	\$166,033,051	19.1%	6:1	404,599,310	11%	12.0%	\$2.46	6.4%
Deli Prepared Sides	\$70,863,187	-1.2%	1:1	18,771,435	1%	-4.6%	\$3.78	3.5%
Canned Potatoes	\$16,761,127	36.7%	1:1	18,436,119	1%	29.3%	\$0.91	5.7%

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# MY20 Q3 PERFORMANCE BY CATEGORY AND REGION

## MY20 Q3 Performance by Region

Region	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
California	\$282,930,057	16.6%	147,402,312	7%	16.9%	\$1.92	-0.2%
Great Lakes	\$523,986,934	13.4%	316,915,328	16%	13.1%	\$1.65	0.2%
Mid-South	\$482,834,707	15.7%	291,987,056	15%	13.3%	\$1.65	2.1%
Northeast	\$548,369,190	14.7%	311,817,403	16%	13.8%	\$1.76	0.8%
Plains	\$248,184,886	12.1%	156,413,453	8%	11.7%	\$1.59	0.4%
South Central	\$373,804,950	17.8%	244,945,186	12%	20.1%	\$1.53	-1.9%
Southeast	\$537,872,779	15.7%	301,788,290	15%	14.1%	\$1.78	1.48%
West	\$366,843,720	18.4%	239,295,161	12%	18.8%	\$1.53	-0.3%

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

## Yearly Trends

Time	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
13 Week	\$3,364,827,223	15.5%	2,010,564,189	15.0%	\$1.67	0.4%
52 Week	\$12,344,608,348	5.7%	7,240,660,283	4.82%	\$1.70	0.9%
Marketing YTD	\$9,375,574,097	6.8%	5,555,261,534	5.5%	\$1.69	1.2%

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

## 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 Pound	Price per Pound % Change vs YA
MY16 Q1/Q2/Q3	\$8,248,587,886		5,370,336,843		\$1.54	
MY17 Q1/Q2/Q3	\$8,373,686,150	1.5%	5,342,601,327	-0.5%	\$1.57	2.0%
MY18 Q1/Q2/Q3	\$8,618,775,202	2.9%	5,378,177,781	0.7%	\$1.60	2.2%
MY19 Q1/Q2/Q3	\$8,781,755,908	1.9%	5,267,278,662	-2.1%	\$1.67	4.0%
MY20 Q1/Q2/Q3	\$9,375,574,097	6.8%	5,555,261,534	5.5%	\$1.69	1.2%

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