



Fresh Potato Sales

Marketing Year 2020 Year to Date (MY20 YTD July 1, 2019-May 17, 2020)

Recap:

- ❖ Fresh potato dollar sales increased by 13.5% and volume sales increased by 9.0%.
- ❖ All potato types increased in volume sales except for red potatoes and fingerling potatoes.
- ❖ Petite potatoes had the largest dollar and volumes sales increases.
- ❖ Fingerling potatoes were the only category that decreased in dollar sales by 4.9% and volume sales by 8.2%.
- ❖ All pack sizes saw double digit growth in dollar sales.
- ❖ Greater than ten pound bags of potatoes had the largest increase in volume sales of 26.5%.
- ❖ Fresh potato sales had a larger dollar sales and volume sales than seen in the last five years.

MY20 YTD Total Fresh Potato Sales

Fresh Potato Sales	MY20 YTD	MY19 YTD	Change vs YA	% Change vs YA
Dollar Sales	\$2,893,868,997	\$2,549,849,478	\$344,019,519	13.5%
Volume Sales	3,884,891,783	3,563,733,364	321,158,419	9.0%
Price per Pound	\$0.74	\$0.72	\$0.03	4.1%

*Numbers reflect sales for total multi-outlet retailers.

MY20 YTD 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	\$1,476,117,561	11.9%	2,528,393,310	65%	9.5%	\$0.58	2.2%
Red	\$525,688,431	8.2%	513,735,146	13%	-5.2%	\$1.02	14.1%
Yellow	\$377,854,840	16.2%	405,508,066	10%	11.8%	\$0.93	3.9%
White	\$172,926,874	19.3%	247,938,826	6%	15.6%	\$0.70	3.2%
Medley	\$57,651,323	21.0%	27,528,024	1%	24.2%	\$2.09	-2.7%
Petite	\$231,851,366	26.9%	105,929,470	3%	24.7%	\$2.19	1.8%
Fingerling	\$13,494,662	-4.9%	5,489,490	0.1%	-8.2%	\$2.46	3.6%
Purple/Blue	\$3,200,436	4.0%	1,301,132	0.0%	3.6%	\$2.46	0.4%
All Other	\$33,353,179	25.7%	48,617,243	1%	139.5%	\$0.69	-47.5%

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

MY20 YTD 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	\$2,495,695,890	11.1%	3,451,215,758	98.0%	9.2%	\$0.73	4.1%
Organic	\$106,782,950	6.6%	71,997,489	2.0%	1.1%	\$1.49	6.6%

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

MY20 YTD PERFORMANCE BY CATEGORY

MY20 YTD 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.	\$657,321,031	15.3%	386,560,675	10%	10.9%	\$1.70	4.0%
5 lbs.	\$1,164,758,696	14.1%	1,840,051,248	47%	9.0%	\$0.63	4.6%
8 lbs.	\$106,734,612	11.3%	190,089,449	5%	5.0%	\$0.56	6.0%
10 lbs.	\$336,507,708	10.5%	801,616,098	21%	6.7%	\$0.42	3.6%
> 10 lbs.	\$53,499,372	26.5%	146,679,522	4%	28.3%	\$0.36	-1.4%
All Other Sizes	\$48,960,229	3.9%	22,518,843	0.6%	3.2%	\$2.17	0.7%
Bulk	\$519,399,648	12.1%	490,933,237	13%	8.7%	\$1.06	3.2%

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MY20 YTD 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	\$2,193,421,680	14.5%	3,297,017,312	85%	9.2%	\$0.67	4.9%
Bulk	\$519,399,648	12.1%	490,933,237	13%	8.7%	\$1.06	3.2%
Single Wrapped	\$38,513,785	8.2%	21,686,385	0.6%	22.5%	\$1.78	-11.7%
Micro/Steamer	\$42,483,501	-1.3%	14,012,999	0.4%	-8.3%	\$3.03	7.6%
Tray	\$39,897,338	23.5%	21,176,552	0.5%	37.1%	\$1.88	-9.9%
Multi-Wrapped	\$443,888	-88.4%	160,825	0.004%	-92.5%	\$2.76	55.6%
A/O Packaging	\$53,441,664	6.8%	33,625,548	0.9%	-1.3%	\$1.59	8.3%

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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
MY16 YTD	\$2,343,160,134		3,729,580,644		\$0.63	
MY17 YTD	\$2,451,651,122	2.6%	3,764,814,022	-1.0%	\$0.65	3.6%
MY18 YTD	\$2,512,021,664	2.5%	3,694,017,898	-1.9%	\$0.68	4.4%
MY19 YTD	\$2,549,849,478	1.5%	3,563,733,364	-3.5%	\$0.72	5.2%
MY20 YTD	\$2,893,868,997	13.5%	3,884,891,783	9.0%	\$0.74	4.1%

*Numbers reflect sales for total multi-outlet retailers.

