



Total Potato Sales

Marketing Year 2020 Year to Date

(MY20 YTD July-May, 17, 2020)

Recap:

- ❖ Total dollar sales increased by 10.4% and volume sales increased by 9.3%.
- ❖ All categories, except deli-prepared, increased in both dollar and volume sales.
- ❖ Frozen, dehydrated, and canned potatoes saw double digit increases in both dollar and volume sales.
- ❖ Dehydrated potatoes had the largest increase in dollar sales by 22% and volume sales by 15.2%.
- ❖ Potato chips and fresh potatoes make up 68% of the volume sales at retail. Both categories increased in dollar and volume sales.

MY20 YTD Total Potato Sales

Measures	MY20 YTD	MY19 YTD	Change vs YA	% Change vs YA
Dollar Sales	\$11,417,915,388	\$10,344,338,182	\$1,073,577,206	10.4%
Volume Sales	6,755,075,303	6,182,093,386	572,981,917	9.3%
Price per Pound	\$1.69	\$1.67	\$0.02	1.0%

*Numbers reflect sales for total multi-outlet retailers.

MY20 YTD Performance by Quarter

Time	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
MY20 Q1	\$2,971,572,945	2.9%	1,639,675,470	1.506%	\$1.81	1.3%
MY20 Q2	\$3,034,127,488	2.0%	1,903,709,375	0.1%	\$1.59	1.9%
MY20 Q3	\$3,362,814,450	15.5%	2,010,018,067	15.0%	\$1.67	0.4%
MY20 Q4 YTD	\$2,049,400,506	30.5%	1,201,672,390	31.0%	\$1.71	-0.4%

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

MY20 YTD 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	\$5,491,980,505	6.8%	4:1	4,579,789,219	37%	5.9%	\$4.80	0.8%
Fresh Potatoes	\$2,893,868,997	13.5%	1:1	3,884,891,783	31%	9.0%	\$0.74	4.1%
Frozen Potatoes	\$1,631,004,906	16.1%	1.7:1	2,071,965,041	17%	14.1%	\$1.34	1.8%
Dehydrated Potatoes	\$521,066,761	22.0%	2:1	291,140,096	2%	15.2%	\$3.58	5.9%
Refrigerated Potatoes	\$555,944,911	13.5%	6:1	1,400,999,377	11%	8.4%	\$2.38	4.7%
Deli Prepared Sides	\$275,472,340	-4.7%	1:1	73,213,014	1%	-7.5%	\$3.76	3.1%
Canned Potatoes	\$48,576,968	18.2%	1:1	54,150,292	0%	12.6%	\$0.90	5.0%

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MY20 YTD PERFORMANCE BY CATEGORY AND REGION

MY20 YTD 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	\$949,714,044	11.0%	492,767,135	7%	11.1%	\$1.93	-0.1%
Great Lakes	\$1,810,173,532	9.6%	1,075,496,782	16%	7.9%	\$1.68	1.6%
Mid-South	\$1,647,407,126	10.4%	990,275,212	15%	7.8%	\$1.66	2.5%
Northeast	\$1,888,499,450	10.5%	1,046,059,187	15%	9.6%	\$1.81	0.8%
Plains	\$857,406,138	8.4%	529,158,975	8%	7.0%	\$1.62	1.3%
South Central	\$1,247,808,999	10.7%	814,666,933	12%	11.6%	\$1.53	-0.8%
Southeast	\$1,788,515,487	10.2%	1,012,599,614	15%	9.1%	\$1.77	1.04%
West	\$1,228,390,611	12.1%	794,051,465	12%	10.9%	\$1.55	1.1%

*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 YTD	\$9,510,604,920		6,152,398,117		\$1.55	
MY17 YTD	\$9,869,353,323	1.6%	6,272,122,532	0.0%	\$1.57	1.7%
MY18 YTD	\$10,127,145,739	2.6%	6,252,335,726	-0.3%	\$1.62	2.9%
MY19 YTD	\$10,344,338,182	2.1%	6,182,093,386	-1.1%	\$1.67	3.3%
MY20 YTD	\$11,417,915,388	10.4%	6,755,075,303	9.3%	\$1.69	1.0%

*Numbers reflect sales for total multi-outlet retailers.

