



# Fresh Potato Sales

## Marketing Year 2020

(MY20 July 2019-June 2020)

### Recap:

- ❖ Fresh potato dollar sales increased 14.7% and volume sales increased 9.5%.
- ❖ All potato types increased in volume sales, except for red and fingerling potatoes.
- ❖ Petite potatoes showed the largest increase in dollar and volume sales of 27.6% and 25.6%.
- ❖ Red, fingerling, and purple potatoes were the only fresh potatoes without double digit dollar and volume sales growth.
- ❖ All pack sizes showed double digit growth in dollar sales.
- ❖ Tray potatoes showed the largest increase in dollar sales and volume sales compared to other pack sizes.
- ❖ Dollar and volume sales for fresh potatoes were larger than they have been in the last five marketing years.

### MY20 Total Fresh Potato Sales

Fresh Potato Sales	MY20	MY19	Change vs YA	% Change vs YA
Dollar Sales	\$3,285,608,859	\$2,863,377,846	\$422,231,012	14.7%
Volume Sales	4,357,102,284	3,980,283,704	376,818,580	9.5%
Price per Pound	\$0.75	\$0.72	\$0.03	4.8%

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

### MY20 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	\$1,668,420,261	13.1%	2,830,077,291	65%	10.0%	\$0.59	2.8%
Red	\$600,915,799	9.8%	579,090,146	13%	-4.6%	\$1.04	15.1%
Yellow	\$431,729,692	18.6%	455,253,970	10%	12.9%	\$0.95	5.1%
White	\$195,859,614	19.5%	277,566,648	6%	15.6%	\$0.71	3.4%
Petite	\$265,543,130	27.6%	121,367,830	3%	25.6%	\$2.19	1.6%
Medley	\$66,296,434	21.5%	31,752,718	1%	25.0%	\$2.09	-2.8%
Fingerling	\$15,368,946	-3.8%	6,222,100	0.1%	-7.2%	\$2.47	3.7%
Purple/Blue	\$3,588,776	4.9%	1,462,572	0.0%	3.5%	\$2.45	1.4%
All Other	\$37,886,207	22.3%	54,309,008	1%	106.1%	\$0.70	-40.6%

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

### MY20 Conventional and Organic

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	\$3,146,164,793	15.0%	4,261,613,279	98.0%	9.7%	\$0.74	4.9%
Organic	\$132,357,309	8.6%	88,207,659	2.0%	1.5%	\$1.50	7.0%

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

# MY20 PERFORMANCE BY CATEGORY

## MY20 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.	\$755,774,062	16.7%	442,621,240	10%	11.9%	\$1.71	4.3%
5 lbs.	\$1,318,894,705	15.4%	2,057,368,896	47%	9.3%	\$0.64	5.6%
8 lbs.	\$121,074,901	12.9%	212,661,186	5%	5.6%	\$0.57	6.9%
10 lbs.	\$380,448,580	12.4%	894,415,209	21%	7.6%	\$0.43	4.4%
> 10 lbs.	\$60,721,181	26.0%	163,836,879	4%	24.5%	\$0.37	1.2%
All Other Sizes	\$57,044,986	6.1%	26,177,662	0.6%	4.8%	\$2.18	1.2%
Bulk	\$584,085,379	12.6%	552,547,210	13%	9.3%	\$1.06	3.0%

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## MY20 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	\$2,494,146,444	15.9%	3,694,331,715	85%	9.6%	\$0.68	5.8%
Bulk	\$584,085,379	12.6%	552,547,210	13%	9.3%	\$1.06	3.0%
Single Wrapped	\$43,671,394	8.7%	24,150,155	0.6%	21.3%	\$1.81	-10.4%
Micro/Steamer	\$48,514,078	-0.3%	15,992,901	0.4%	-6.5%	\$3.03	6.7%
Tray	\$46,533,532	24.4%	24,790,617	0.6%	33.9%	\$1.88	-7.1%
Multi-Wrapped	\$453,686	-88.6%	163,614	0.004%	-92.7%	\$2.77	56.2%
A/O Packaging	\$61,117,588	8.0%	37,844,726	0.9%	-1.7%	\$1.61	9.9%

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## 5 Year Trends Fresh Potato Sales: Marketing Year

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
FY16	\$2,693,780,286		4,250,273,417		\$0.63	
FY17	\$2,759,355,914	2.4%	4,209,735,862	-1.0%	\$0.66	3.4%
FY18	\$2,824,952,908	2.4%	4,113,910,478	-2.3%	\$0.69	4.8%
FY19	\$2,863,377,846	1.4%	3,980,283,704	-3.2%	\$0.72	4.8%
FY20	\$3,285,608,859	14.7%	4,357,102,284	9.5%	\$0.75	4.8%

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

