



Total Potato Sales

Marketing Year 2020

(MY20 July 2019-June 2020)

Recap:

- ❖ Total dollar sales increased 11.2% and volume sales increased 9.7%.
- ❖ Every category increased in both dollar and volume sales, except for deli-prepared sides.
- ❖ Deli-prepared sides declined by 5.8% in dollar sales and 8.6% in volume sales. Many retailers removed parts of their deli-prepared sections since the beginning of March.
- ❖ Frozen, dehydrated, and canned potatoes saw double digit increases in both dollar and volume sales.
- ❖ Dehydrated potatoes had the largest increase in dollar sales of 22.1%. Volume sales increased by 15.2%.
- ❖ Every quarter of MY20 increased in both dollar and volume sales for retailers.
- ❖ Dollar and volume sales were larger than they have been in the last five marketing years.

MY20 Total Potato Sales

Total Potato Sales	FY20	FY19	Change vs YA	% Change vs YA
Dollar Sales	\$13,029,869,746	\$11,719,320,544	\$1,310,549,202	11.2%
Volume Sales	7,621,096,607	6,949,985,782	671,110,826	9.7%
Price Per Pound	\$1.71	\$1.69	\$0.02	1.4%

*Numbers reflect sales for total multi-outlet retailers.

MY20 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
Q1 FY20	\$2,965,758,932	2.8%	1,639,344,536	1.462%	\$1.81	1.4%
Q2 FY20	\$3,030,203,787	2.1%	1,904,364,007	0.1%	\$1.59	2.0%
Q3 FY20	\$3,362,045,970	15.7%	2,012,333,211	15.2%	\$1.67	0.5%
Q4 FY20	\$3,671,861,057	24.0%	2,065,054,853	22.6%	\$1.78	1.2%

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

MY20 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	\$6,300,256,849	7.4%	4:1	5,231,927,994	37%	5.5%	\$4.82	1.8%
Fresh Potatoes	\$3,285,608,859	14.7%	1:1	4,357,102,284	31%	9.5%	\$0.75	4.8%
Frozen Potatoes	\$1,865,643,194	17.7%	1.7:1	2,360,661,003	17%	15.3%	\$1.34	2.1%
Dehydrated Potatoes	\$581,021,495	22.1%	2:1	322,735,815	2%	15.2%	\$3.60	6.0%
Refrigerated Potatoes	\$628,329,218	14.8%	6:1	1,573,642,251	11%	9.4%	\$2.40	5.0%
Deli Prepared Sides	\$314,971,012	-5.8%	1:1	83,658,063	1%	-8.6%	\$3.76	3.1%
Canned Potatoes	\$54,039,121	18.7%	1:1	60,088,526	0%	13.0%	\$0.90	5.1%

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MY20 PERFORMANCE BY CATEGORY AND REGION

MY20 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	\$1,084,859,177	11.8%	557,616,959	7%	12.0%	\$1.95	-0.2%
Great Lakes	\$2,066,601,614	10.4%	1,211,389,948	16%	8.2%	\$1.71	2.0%
Mid-South	\$1,883,350,312	11.7%	1,120,627,315	15%	8.6%	\$1.68	2.8%
Northeast	\$2,160,408,165	11.6%	1,184,715,658	16%	10.7%	\$1.82	0.8%
Plains	\$981,585,464	9.0%	595,835,292	8%	7.2%	\$1.65	1.7%
South Central	\$1,416,164,631	11.0%	914,694,307	12%	11.2%	\$1.55	-0.1%
Southeast	\$2,032,038,374	11.0%	1,141,789,295	15%	9.3%	\$1.78	1.57%
West	\$1,404,862,009	12.6%	894,427,834	12%	10.8%	\$1.57	1.7%

*Numbers reflect sales for total multi-outlet retailers.

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
June 2020	\$1,059,558,117	15.1%	558,796,405	9.9%	\$1.90	4.7%
13 Week	\$3,671,861,057	24.0%	2,065,054,853	22.6%	\$1.78	1.2%
2020 YTD	\$7,033,907,027	19.9%	4,077,388,064	18.81%	\$1.73	0.9%
Marketing YTD	\$13,029,869,746	11.2%	7,621,096,607	9.7%	\$1.71	1.4%

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5 Year Trends 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	\$11,042,446,497		7,062,902,730		\$1.56	
FY17	\$11,212,289,483	1.5%	7,060,558,611	-0.03%	\$1.59	1.6%
FY18	\$11,502,274,151	2.6%	7,018,474,582	-0.6%	\$1.64	3.2%
FY19	\$11,719,320,544	1.9%	6,949,985,782	-1.0%	\$1.69	2.9%
FY20	\$13,029,869,746	11.2%	7,621,096,607	9.7%	\$1.71	1.4%

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