



Fresh Potato Sales

Marketing Year 2020 Quarter 4

(MY20 Q4 April-June 2020)

Recap:

- ❖ Fresh potato dollar sales increased by 36.6% and volume sales increased by 24.6%.
- ❖ All potato types increased in dollar sales.
- ❖ Fingerling potatoes were the only category that decreased in volume sales by 7.9%.
- ❖ Petite potatoes had the highest dollar and volume sales increases of any potato type.
- ❖ Every pack size had double digit dollar and volume sales growth. Ten pound bags saw the largest increases in dollar sales by 50.9% and volume sales by 30.9%.
- ❖ 5 pound bags make up almost 50% of fresh potato volume sales. Dollar sales increased by 42.2% and volume sales by 24.6%.
- ❖ Potato sales were higher than they had been in the last five years.

MY20 Q4 Total Fresh Potato Sales

Fresh Potato Sales	Q4	Q4 YA	Change vs YA	% Change vs YA
Dollar Sales	\$931,889,311	\$682,421,691	\$249,467,620	36.6%
Volume Sales	1,162,602,801	932,891,813	229,710,988	24.6%
Price per Pound	\$0.80	\$0.73	\$0.07	9.6%

*Numbers reflect sales for total multi-outlet retailers.

MY20 Q4 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	\$474,984,055	38.5%	755,297,495	65%	27.4%	\$0.63	8.7%
Red	\$172,734,119	30.1%	157,482,288	14%	7.9%	\$1.10	20.5%
Yellow	\$121,522,319	45.0%	119,151,735	10%	32.1%	\$1.02	9.7%
White	\$54,544,760	33.8%	72,355,056	6%	26.3%	\$0.75	5.9%
Petite	\$74,838,484	38.0%	33,908,284	3%	35.7%	\$2.21	1.7%
Medley	\$18,542,469	31.3%	8,998,460	1%	34.2%	\$2.06	-2.1%
Fingerling	\$3,856,736	5.0%	1,509,696	0.1%	-7.9%	\$2.55	14.0%
Purple/Blue	\$864,573	11.5%	340,457	0.0%	0.5%	\$2.54	10.9%
All Other	\$10,001,797	8.9%	13,559,331	1%	4.5%	\$0.74	4.2%

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

MY20 Q4 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	\$895,578,838	37.1%	1,138,574,691	98.1%	24.9%	\$0.79	9.8%
Organic	\$34,234,120	23.2%	21,724,892	1.9%	10.4%	\$1.58	11.5%

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

MY20 Q4 PERFORMANCE BY CATEGORY

MY20 Q4 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.	\$212,315,247	31.2%	121,063,103	10%	22.2%	\$1.75	7.4%
5 lbs.	\$379,671,669	42.2%	541,919,818	47%	24.6%	\$0.70	14.1%
8 lbs.	\$35,217,506	38.1%	56,678,273	5%	21.5%	\$0.62	13.7%
10 lbs.	\$116,495,624	50.9%	246,143,486	21%	30.9%	\$0.47	15.2%
> 10 lbs.	\$18,303,418	39.3%	43,387,638	4%	11.7%	\$0.42	24.8%
All Other Sizes	\$15,582,573	10.7%	6,898,357	0.6%	6.3%	\$2.26	4.2%
Bulk	\$152,098,369	24.3%	144,134,960	12%	22.7%	\$1.06	1.4%

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MY20 Q4 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	\$723,796,127	41.4%	989,256,995	85%	25.4%	\$0.73	12.8%
Bulk	\$152,098,369	24.3%	144,134,960	12%	22.7%	\$1.06	1.4%
Single Wrapped	\$11,344,478	13.1%	5,722,225	0.5%	19.7%	\$1.98	-5.5%
Micro/Steamer	\$12,410,755	6.5%	4,051,578	0.3%	4.8%	\$3.06	1.7%
Tray	\$13,401,656	22.1%	7,401,184	0.6%	17.8%	\$1.81	3.7%
Multi-Wrapped	\$20,151	-94.3%	6,531	0.001%	-96.5%	\$3.09	64.3%
A/O Packaging	\$16,741,421	20.3%	9,726,110	0.8%	1.0%	\$1.72	19.1%

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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
Q4 FY16	\$647,893,449	3.8%	978,464,878	-0.6%	\$0.66	4.5%
Q4 FY17	\$667,347,382	3.0%	991,334,347	1.3%	\$0.67	1.7%
Q4 FY18	\$663,624,181	-0.6%	910,574,083	-8.1%	\$0.73	8.3%
Q4 FY19	\$682,421,691	2.8%	932,891,813	2.5%	\$0.73	0.4%
Q4 FY20	\$931,889,311	36.6%	1,162,602,801	24.6%	\$0.80	9.6%

*Numbers reflect sales for total multi-outlet retailers.

