



# Total Potato Sales

## Marketing Year 2020 Quarter 4

(MY20 Q4 April-June 2020)

### Recap:

- ❖ Total dollar sales increased by 24% and volume sales increased by 22.6%.
- ❖ Every category increased in both dollar and volume sales except for deli-prepared sides.
- ❖ Deli-prepared sides declined by 20.1% in dollar sales and 22% in volume sales.
- ❖ All categories saw double digit dollar sales growth except for deli-prepared sides.
- ❖ Fresh, frozen, dehydrated, and canned potatoes saw double digit increases in volume sales.
- ❖ Frozen potatoes had the largest increase in dollar sales and volume sales. Dollar sales increased by 42.2% and volume sales increased by 36.3%.
- ❖ Potato chips and fresh potatoes make up almost 70% of the volume sales at retail. Both categories increased in dollar and volume sales 7.9% or greater.
- ❖ Dollar and volume sales were greater than they have been in the last five years.

### MY20 Q4 Total Potato Sales

Measure	Q4	Q4 YA	Change vs YA	% Change vs YA
Dollar Sales	\$3,671,861,057	\$2,960,981,783	\$710,879,274	24.0%
Volume Sales	2,065,054,853	1,684,576,962	380,477,891	22.6%
Price Per Pound	\$1.78	\$1.76	\$0.02	1.2%

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

### MY20 Q4 Performance by Month

Time	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Sales % Change vs YA	Price per Pound	Price per Pound % Change vs YA
April 2020	\$1,203,844,758	33.4%	727,934,196	35.1%	\$1.65	-1.3%
May 2020	\$1,408,458,183	23.8%	778,324,252	22.1%	\$1.81	1.4%
June 2020	\$1,059,558,117	15.1%	558,796,405	9.88%	\$1.90	4.7%

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

### MY20 Q4 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	\$1,772,689,371	15.2%	4:1	1,417,122,845	37%	7.9%	\$5.00	6.7%
Fresh Potatoes	\$931,889,311	36.6%	1:1	1,162,602,801	31%	24.6%	\$0.80	9.6%
Frozen Potatoes	\$562,721,689	42.2%	1.7:1	691,535,936	18%	36.3%	\$1.38	4.3%
Dehydrated Potatoes	\$152,756,724	38.6%	2:1	81,372,229	2%	29.7%	\$3.75	6.8%
Refrigerated Potatoes	\$165,223,738	24.7%	6:1	398,485,868	11%	15.6%	\$2.49	7.8%
Deli Prepared Sides	\$72,597,247	-20.1%	1:1	19,244,262	1%	-22.0%	\$3.77	2.4%
Canned Potatoes	\$13,982,978	41.6%	1:1	15,040,808	0%	32.4%	\$0.93	7.0%

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# MY20 Q4 PERFORMANCE BY CATEGORY AND REGION

## MY20 Q4 Performance by Region

Region	Dollar Sales	Dollar Sales % Change vs YA	Volume Sales	Volume Share	Volume Sales % Change	Price per Pound	Price per Pound % Change vs YA
California	\$304,545,251	24.7%	155,606,263	8%	31.2%	\$1.96	-5.0%
Great Lakes	\$589,846,422	23.8%	330,750,366	16%	21.7%	\$1.78	1.7%
Mid-South	\$538,595,441	26.8%	307,997,244	15%	23.8%	\$1.75	2.4%
Northeast	\$616,651,140	27.9%	328,319,655	16%	29.6%	\$1.88	-1.3%
Plains	\$279,020,866	19.7%	160,675,981	8%	18.5%	\$1.74	1.0%
South Central	\$389,820,857	19.7%	242,673,075	12%	18.0%	\$1.61	1.4%
Southeast	\$564,052,295	23.9%	307,200,108	15%	21.1%	\$1.84	2.33%
West	\$389,328,785	21.8%	231,832,161	11%	17.5%	\$1.68	3.7%

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

## Fiscal Year 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
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%

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## 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
FY16 Q4	\$2,811,683,026	1.5%	1,693,321,624	0.0%	\$1.66	1.5%
FY17 Q4	\$2,849,915,011	1.4%	1,717,490,800	1.43%	\$1.66	-0.1%
FY18 Q4	\$2,886,250,976	1.3%	1,639,931,699	-4.5%	\$1.76	6.1%
FY19 Q4	\$2,960,981,783	2.6%	1,684,576,962	2.7%	\$1.76	-0.1%
FY20 Q4	\$3,671,861,057	24.0%	2,065,054,853	22.6%	\$1.78	1.2%

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