



# Fresh Potato Sales

## Marketing Year 2021 Quarter 2

(MY21 Q2 October-December 2020)

### Recap:

- ❖ Fresh potato sales continued five year record highs in dollar and volume sales during Q2 MY21.
- ❖ Fresh potato dollar sales increased 12% and volume sales increased 8.2%.
- ❖ All potato types increased in dollar sales and volume sales except for purple potatoes. Purple potatoes may have declined in volume due to supply not demand.
- ❖ Medley potatoes had the highest dollar and volume sales increases of any potato type.
- ❖ One through four pound bags of potatoes increased the most in both dollar and volume sales, 23% and 18.8% respectively.
- ❖ Eight pound bags and greater than ten pound bags saw double digit growth in volume.
- ❖ Five pound bags of potatoes remain the largest volume driver for retailers making up 46% of all volume sales.

### MY21 Q2 Total Fresh Potato Sales

Fresh Potato Sales	Q2	Q2 YA	Change vs YA	% Change vs YA
Dollar Sales	\$892,282,990	\$796,692,675	\$95,590,315	12.0%
Volume Sales	1,240,543,219	1,146,121,643	94,421,576	8.2%
Price per Pound	\$0.72	\$0.70	\$0.02	3.5%

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

### MY21 Q2 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	\$446,634,458	9.4%	805,036,231	65%	6.8%	\$0.55	2.5%
Red	\$151,116,401	8.3%	153,400,839	12%	8.0%	\$0.99	0.2%
Yellow	\$135,567,811	21.1%	147,849,134	12%	14.9%	\$0.92	5.5%
White	\$47,737,524	2.0%	74,838,115	6%	5.2%	\$0.64	-3.0%
Petite	\$74,573,133	22.9%	35,077,536	3%	24.6%	\$2.13	-1.4%
Medley	\$21,610,765	35.0%	10,993,362	1%	42.1%	\$1.97	-5.0%
Fingerling	\$5,075,108	32.3%	1,971,724	0.2%	27.2%	\$2.57	4.0%
Purple/Blue	\$833,031	3.9%	325,503	0.03%	-0.6%	\$2.56	4.6%
All Other	\$9,134,758	1.8%	11,050,776	1%	-12.3%	\$0.83	16.1%

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

### MY21 Q2 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	\$844,863,690	11.9%	1,200,657,996	97.1%	8.3%	\$0.70	3.3%
Organic	\$46,002,299	14.9%	36,410,797	2.9%	3.9%	\$1.26	10.6%

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

# MY21 Q2 PERFORMANCE BY CATEGORY

## MY21 Q2 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.	\$213,348,698	23.0%	122,028,932	10%	18.8%	\$1.75	3.5%
5 lbs.	\$354,282,716	11.0%	569,124,848	46%	6.9%	\$0.62	3.8%
8 lbs.	\$33,981,753	16.2%	64,060,831	5%	18.0%	\$0.53	-1.5%
10 lbs.	\$106,318,585	8.1%	275,677,823	22%	2.9%	\$0.39	5.0%
> 10 lbs.	\$14,859,621	6.5%	45,397,407	4%	15.0%	\$0.33	-7.4%
All Other Sizes	\$13,493,806	9.3%	6,383,481	0.5%	11.1%	\$2.11	-1.6%
Bulk	\$154,105,630	3.7%	154,059,974	12%	8.9%	\$1.00	-4.8%

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

## MY21 Q2 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	\$686,808,307	13.9%	1,057,068,385	85%	7.9%	\$0.65	5.6%
Bulk	\$154,105,630	3.7%	154,059,974	12%	8.9%	\$1.00	-4.8%
Single Wrapped	\$11,245,962	6.1%	6,916,409	0.6%	2.4%	\$1.63	3.5%
Micro/Steamer	\$12,633,607	14.1%	4,222,834	0.3%	13.4%	\$2.99	0.6%
Tray	\$12,028,790	17.5%	6,421,562	0.5%	18.7%	\$1.87	-1.0%
Multi-Wrapped	\$744	-99.6%	469	0.0000%	-99.3%	\$1.58	-46.6%
A/O Packaging	\$13,684,287	21.0%	8,101,351	0.7%	21.1%	\$1.69	-0.1%

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

## 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
Q2 FY17	\$753,639,771	3.4%	1,219,524,355	0.1%	\$0.62	3.3%
Q2 FY18	\$765,661,993	1.6%	1,196,639,445	-1.9%	\$0.64	3.5%
Q2 FY19	\$783,968,180	2.4%	1,159,288,487	-3.1%	\$0.68	5.7%
Q2 FY20	\$796,692,675	1.6%	1,146,121,643	-1.1%	\$0.70	2.8%
Q2 FY21	\$892,282,990	12.0%	1,240,543,219	8.2%	\$0.72	3.5%

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

### Volume Sales

