



Total Potato Sales

Marketing Year 2021 Quarter 2

(MY21 Q2 October-December 2020)

Recap:

- ❖ Dollar and volume sales continued five year highs during Q2 MY21.
- ❖ Total dollar sales increased 12.3% and volume sales increased 9.3%.
- ❖ Every category increased in both dollar and volume sales, except for deli-prepared sides.
- ❖ Deli-prepared sides declined by 3.2% in dollar sales and 4.2% in volume sales.
- ❖ Fresh, frozen, dehydrated, refrigerated, and canned potatoes saw double digit increases in dollar sales.
- ❖ Dehydrated potatoes had the largest increase in dollar sales and volume sales, 21.9% and 20.4% respectively.

MY21 Q2 Total Potato Sales

Total Potato Sales	Q2	Q2 YA	Change vs YA	% Change vs YA
Dollar Sales	\$3,434,144,292	\$3,057,318,217	\$376,826,074	12.3%
Volume Sales	2,097,176,179	1,918,141,227	179,034,952	9.3%
Price Per Pound	\$1.64	\$1.59	\$0.04	2.7%

*Numbers reflect sales for total multi-outlet retailers.

MY21 Q2 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
October 2020	\$1,262,731,040	12.1%	724,997,945	9.6%	\$1.74	2.3%
November 2020	\$1,093,606,968	12.5%	711,056,885	8.2%	\$1.54	4.0%
December 2020	\$1,077,806,283	12.5%	661,121,349	10.3%	\$1.63	1.9%

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

MY21 Q2 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	\$1,569,551,195	9.0%	4:1	1,260,516,166	34%	3.3%	\$4.98	5.5%
Fresh Potatoes	\$892,282,990	12.0%	1:1	1,240,543,219	34%	8.2%	\$0.72	3.5%
Frozen Potatoes	\$503,300,426	21.8%	1.7:1	633,035,698	17%	18.2%	\$1.35	3.1%
Dehydrated Potatoes	\$178,155,379	21.9%	6:1	310,825,938	8%	20.4%	\$3.44	1.3%
Refrigerated Potatoes	\$197,027,719	18.0%	2:1	160,662,570	4%	10.0%	\$2.45	7.3%
Deli Prepared Sides	\$78,572,508	-3.2%	3.1:1	63,036,272	2%	-4.2%	\$3.86	1.1%
Canned Potatoes	\$15,254,075	15.7%	1.6:1	26,656,143	1%	13.4%	\$0.92	2.0%

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FWE=Fresh Weight Equivalent

MY21 Q2 PERFORMANCE BY CATEGORY AND REGION

MY21 Q2 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	\$305,402,030	14.9%	165,225,486	8%	13.6%	\$1.85	1.2%
Great Lakes	\$540,224,076	12.2%	339,765,766	16%	11.0%	\$1.59	1.1%
Mid-South	\$493,528,187	14.1%	303,819,489	14%	10.1%	\$1.62	3.6%
Northeast	\$585,940,322	13.9%	329,749,096	16%	10.5%	\$1.78	3.1%
Plains	\$257,795,933	11.4%	170,582,354	8%	8.2%	\$1.51	3.0%
South Central	\$356,799,547	8.2%	239,520,581	11%	4.8%	\$1.49	3.2%
Southeast	\$517,869,706	10.2%	297,267,515	14%	7.4%	\$1.74	2.67%
West	\$376,584,491	13.3%	251,245,892	12%	9.7%	\$1.50	3.3%

*Numbers reflect sales for total multi-outlet retailers.

Calendar Year Quarterly 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
January-March 2020	\$3,382,646,675	15.6%	2,016,566,167	15.129%	\$1.68	0.4%
April-June 2020	\$3,702,291,968	24.1%	2,080,226,500	23.0%	\$1.78	0.9%
July-September 2020	\$3,398,015,574	13.7%	1,821,553,439	10.8%	\$1.87	2.7%
October-December 2020	\$3,434,144,292	12.3%	2,097,176,179	9.3%	\$1.64	2.7%

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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
Q2 MY17	\$2,885,083,413	2.6%	1,952,795,026	1.1%	\$1.48	1.5%
Q2 MY18	\$2,943,384,299	2.0%	1,939,797,678	-0.67%	\$1.52	2.7%
Q2 MY19	\$3,000,162,605	1.9%	1,923,625,805	-0.8%	\$1.56	2.8%
Q2 MY20	\$3,057,318,217	1.9%	1,918,141,227	-0.3%	\$1.59	2.2%
Q2 MY21	\$3,434,144,292	12.3%	2,097,176,179	9.3%	\$1.64	2.7%

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Volume Sales

