

FRESH POTATO RETAIL SALES

Marketing Year 2022 Quarter 2
October – December 2021

DOLLARS

SALES	% CHANGE VS YA	
\$848 M	-0.2%	
\$849 M	12.5%	2020
\$755 M	1.7%	2019

POUNDS

SALES	% CHANGE VS YA	
1.1 B	-8.7%	
1.2 B	8.8%	2020
1.1 B	-1.9%	2019

PRICE PER POUND

PRICE	% CHANGE VS YA	
\$0.81	9.3%	
\$0.74	3.4%	2020
\$0.72	3.6%	2019

Retail Sales MY22 Q3 9/27/21-12/26/21

FRESH SALES TRENDS

Dollar sales are below 2020 sales but above 2019 during the same time period.

Yellow and petite potatoes were up in dollar and volume sales from 2020.

Ten-pound bags increased in price over 30% from 2020 leading to an increase in dollar sales with a significant decline in volume sales.

Micro/steamer trays and regular trays increased in both dollar and volume sales compared to 2020.

Fresh Potato Sales by Type

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
Russet	\$390,238,139	-2.7%		632,495,336	-11.2%	\$0.62	9.5%
Red	\$147,213,773	-2.9%		142,763,637	-7.3%	\$1.03	4.8%
Yellow	\$146,478,919	7.6%		149,433,064	0.8%	\$0.98	6.7%
White	\$44,392,818	-7.0%		65,992,739	-11.8%	\$0.67	5.5%
Petite	\$83,323,703	9.5%		36,449,567	2.5%	\$2.29	6.8%
Medley	\$22,014,823	1.5%		10,873,373	-1.4%	\$2.02	2.9%
Fingerling	\$4,624,827	-9.1%		1,718,542	-13.1%	\$2.69	4.5%
Purple	\$673,236	-19.4%		233,121	-28.5%	\$2.89	12.8%
All Other	\$8,924,291	-2.3%		9,082,337	-17.8%	\$0.98	18.9%

Marketing Year by Quarter July - December 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA	Price per Lb	% Change vs YA
July-September 2021	\$738,795,094	-4.6%		837,863,476	-8.1%	\$0.88	3.8%
October-December 2021	\$847,884,529	-0.2%		1,049,041,718	-8.7%	\$0.81	9.3%
July-December 2021	\$1,586,679,623	-2.3%		1,886,905,194	-8.4%	\$0.84	6.7%

Package Breakouts Marketing Year 2022 Q2 October - December 2021

Package Size Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
1-4 LB	\$224,476,270	5.0%	▲	116,919,799	-3.3%	▼	\$1.92	8.7%	▲
5 LB	\$306,365,766	-0.7%	▼	453,093,466	-4.8%	▼	\$0.68	4.4%	▲
8 LB	\$32,725,516	-3.8%	▼	53,139,265	-17.2%	▼	\$0.62	16.1%	▲
10 LB	\$103,745,104	-2.5%	▼	246,158,804	-10.8%	▼	\$0.42	9.3%	▲
>10 LB	\$15,647,352	5.8%	▲	36,367,067	-19.6%	▼	\$0.43	31.5%	▲
All Other	\$14,686,881	-2.3%	▼	7,258,899	-3.5%	▼	\$2.02	1.2%	▲
Bulk	\$147,482,894	-4%	▼	133,242,599	-13.8%	▼	\$1.11	11.3%	▲

Package Type Sales

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
Bag	\$646,070,488	0.6%	▲	889,825,516	-7.8%	▼	\$0.73	9.1%	▲
Bulk	\$147,482,894	-4.1%	▼	133,242,599	-13.8%	▼	\$1.11	11.3%	▲
Single Wrapped	\$11,143,816	-14.8%	▼	5,893,519	-28.7%	▼	\$1.89	19.6%	▲
Micro/Steamer	\$13,563,741	7.4%	▲	4,472,892	5.9%	▲	\$3.03	1.4%	▲
Tray	\$14,961,230	14.9%	▲	7,283,317	8.4%	▲	\$2.05	6.0%	▲
Multi-Wrapped	\$18	-97.6%	▼	6	-98.7%	▼	\$2.99	88.7%	▲
All Other	\$12,222,400	-0.4%	▼	5,617,027	-3.3%	▼	\$2.18	3.0%	▲

Conventional vs Organic

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
Conventional	\$799,903,499	-0.2%	▼	1,015,279,034	-8.4%	▼	\$0.79	9.0%	▲
Organic	\$48,305,008	4.5%	▲	34,425,366	-5.9%	▼	\$1.40	11.0%	▲

Sales by Region MY22 Q2 October - December 2021

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
CALIFORNIA	\$80,106,473	-0.7%	▼	90,828,294	-6.2%	▼	\$0.88	5.9%	▲
GREAT LAKES	\$118,589,836	1.0%	▲	157,336,523	-12.3%	▼	\$0.75	15.2%	▲
MIDSOUTH	\$125,012,241	0.5%	▲	152,406,274	-6.5%	▼	\$0.82	7.5%	▲
NORTHEAST	\$148,040,125	-8.5%	▼	153,970,418	-16.9%	▼	\$0.96	10.1%	▲
PLAINS	\$59,124,905	-0.3%	▼	79,525,496	-10.8%	▼	\$0.74	11.7%	▲
SOUTH CENTRAL	\$86,170,278	1.3%	▲	128,417,526	-6.3%	▼	\$0.67	8.1%	▲
SOUTHEAST	\$134,368,018	6.2%	▲	145,148,301	-2.3%	▼	\$0.93	8.7%	▲
WEST	\$96,472,653	2.5%	▲	141,408,885	-5.5%	▼	\$0.68	8.5%	▲

Five Year Trends Marketing Year October - December

	Dollar Sales	% Change vs YA		Volume Sales	% Change vs YA		Price per Lb	% Change vs YA	
MY18 Oct-Dec 2017	\$730,322,214	2.2%	▲	1,119,123,571	-1.36%	▼	\$0.65	3.6%	▲
MY19 Oct-Dec 2018	\$742,686,941	1.7%	▲	1,076,025,368	-3.9%	▼	\$0.69	5.8%	▲
MY20 Oct-Dec 2019	\$755,132,222	1.7%	▲	1,055,786,244	-1.9%	▼	\$0.72	3.6%	▲
MY21 Oct-Dec 2020	\$849,377,157	12.5%	▲	1,148,910,437	8.8%	▲	\$0.74	3.4%	▲
MY22 Oct-Dec 2021	\$847,884,529	-0.2%	▼	1,049,041,718	-8.7%	▼	\$0.81	9.3%	▲